TECHNOLOGY DEPT.

A National Newspaper for Every Branch of the Industry

Automotive Daily News

CARS · SHOP EQUIPMENT · TRUCKS · AVIATION · PARTS · ACCESSORIES · TIRES

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First Copy

Buick 1933 Line Includes Four Bigger Eights

New Dodge Six at $595 Offers Many Innovations

New Steering, Quieter Transmissions and Increased Power

NEW SPRING SUSPENSION AFFORDS BETTER RIDING

Doughnut Tires Adopted As Standard on All Models

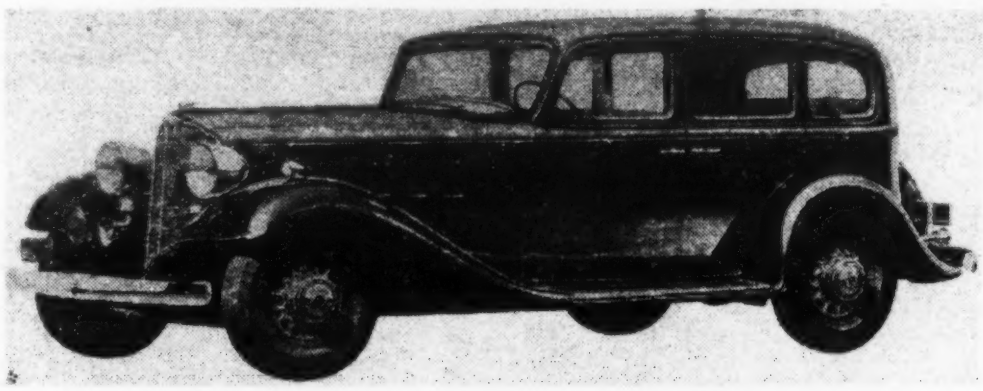
Detroit, Dec. 2.—Dodge Brothers Corporation today officially released details of its new six-cylinder line, the imminence of which was disclosed in Automotive Daily News several days ago.

With new low prices, based on $595 for the business coupe, the 1933 Dodges show many interesting innovations in design. The engine has been changed, although it maintains the essential features of Dodge design. The wheel base is now 111¼ inches. Airwheel tires are used as standard equipment, and a new steering mechanism has been designed to take care of the large section casings.

COMPLETE NEW DODGE PRICES SEE PAGE FIVE

The six-cylinder floating-power-mounted engine has a bore and stroke of 3¼ by 4⅝, giving a piston displacement of 201.3 cubic inches. The taxable horse-power rating is 23.44 and the engine delivers 75

(Continued on Page 5)



1933 BUICK, 119-inch wheel base, five-passenger sedan

New Models Are Longer, Lower, Wider, With Improved Lines

FISHER NO-DRAFT SYSTEM OF VENTILATION IS USED

Vacuum Clutch Continued; New Type Frame Gives Lower Over-All

Detroit, Dec. 2.—Buick's 1933 line involving four chassis, all with increased wheelbase, new frames and new bodies, was announced today. In general, the models parallel this year's line, but, besides being larger, incorporate numerous changes and refinements in design. Tracks have been increased, power stepped up without changing bore or stroke, an inertia control has been added to the vacuum-operated clutch, and X-type frames have been applied.

COMPLETE NEW BUICK PRICES SEE PAGE THREE

Aside from greater roominess and improved appearance, the most important body change is the application of the Fisher no-draft ventilators to the windows of closed models.

Although bodies have been made 2¼ inches lower in accordance with prevailing trends, this change has

(Continued on Page 3)

Stage Set for Joint Trade Show Of N.S.P.A.-M.E.M.A. in Detroit; Convention Sessions Under Way

12,000 Expected to View Exhibits During Week

Detroit, Dec. 2.—With the stages set for the annual Joint Trade Show of the Motor and Equipment Manufacturers' Association and the National Standard Parts Association which opens at Convention Hall here Monday, the N. S. P. A. got under way with its convention session today at the Book-Cadillac. The convention sessions of the M. E. M. A. will open tomorrow.

The N. S. P. A. sessions will continue for two days, and there are representatives on hand from more than 700 concerns. Almost every state in the Union is represented, as

(Continued on Page 17)

DETAILS OF DESIGN OF NEW FISHER NO DRAFT VENTILATORS

Detroit, Dec. 2.—With the announcement of the new Buick models, carrying the equipment, the Fisher Body Company has made public details of its new no-draft ventilators, which have aroused considerable interest in automotive circles during the past few weeks.

These Fisher ventilators involve the use of vertically pivoted glass sections forming the front half of the front windows on closed models and also the front half of the rear quarter windows on sedan models. The windows are formed in two pieces, the forward section being pivoted and not arranged to slide, the rear section being provided with

(Continued on Page 2)

DE SOTO BEGINS SERIES OF DEALER MEETINGS TO LAUNCH '33 CAMPAIGN

Detroit, Dec. 2.—With the completion of sales plans calling for sizable gain in business next year, the De Soto Motor Corporation launched its ambitious 1933 program in Detroit on Thursday, December 1, with a "jubilee" meeting of its entire field sales organization and several hundred prominent dealers and their salesmen. The motor city meeting took the form of the keynote session of a series of twenty-seven similar meetings that will be held from coast to coast between now and December 19 to acquaint the company's nation-wide dealer organization of the plans which De Soto has arranged for another banner year in 1933.

Under the direction of Byron C. Foy, president, and Roy Peed, general sales manager, the meeting was one of the largest and most enthusiastic ever held by De Soto. As a result of the reception which greeted the announcement of De Soto's 1933 plans and the general feeling of

(Continued on Page 4)

CHRYSLER TO RECALL 6,000 EMPLOYEES

Detroit, Dec. 2.—Between now and mid-December working forces in the Chrysler plants here are to be augmented by the recall of 6,000 employees, K. T. Keller, president and general manager of Dodge Brothers Corporation, said today, following a conference with Walter P. Chrysler, who returned to New

(Continued on Page 2)

ILLINOIS CAR-TRUCK SALES SHOW DECLINE

New York, Dec. 2.—New passenger and commercial car sales in Illinois for November showed a seasonal decline from the October registrations this year, the total for the month being 1,804 passenger cars against 2,971 in October this year and 3,868 in November, 1931. Commercial car sales during November this year totaled 270 units against 481 in October this year and 536 in November, 1931.

On this basis while passenger car

(Continued on Page 2)

In and About the Plants

By Chris Sinsabaugh

Cadillac

Good news out at Cadillac. Production is to be actively resumed Monday and before the end of the month 3,250 workmen will be recalled—2,000 at the Cadillac plant, 1,000 at the Fleetwood body and 250 at Ternstedt's. Counting the 500 that are on the pay roll at this writing, this means a total of 3,750. None of the men to start Monday are new employees—they have been on the pay roll before and are being recalled . . . Orders now on hand guarantee steady employment for this augmented force through March. They are to be on a forty-hour week, spread out over five days . . . Also starting Monday will be a four-day sales meeting of branch managers and their sales managers, regional man-

(Continued on Page 4)

Men You Will Meet At the Joint Trade Show

Complete list of men in attendance at the Joint Trade Show of the M. E. M. A. and the N. S. P. A., which opens at Convention Hall, Detroit, Monday, including exhibitors and non-exhibitors, booth numbers and hotels at which they are stopping, will be found in this issue.

Exhibitors' list starts on Page 6.

Non-exhiibtors' list on Page 14.

Truck Sales in October Show Gain Over September

Detroit, Mich., Dec. 2.—Contrary to the case a year ago, sales of commercial cars and trucks showed a slight increase in October, R. L. Polk & Co., compilers of official motor car registrations throughout the United States, announced today. Passenger car sales, however, were approximately 40,000 off from the 1931 total.

Registrations of commercial vehicles in October, the Polk report said, totaled 15,156, which was a .7 per cent increase over the 15,050 units registered in September, but a drop of 38.7 per cent, from the 24,685 units registered in October, 1931.

Registrations of new passenger cars totaled 63,195, which was a drop of 22.83 per cent, from the 81,893 units registered in September and of

(Continued on Page 2)

Pierce Arrow

FIVE YEARS ago, Bill Johnston—may his tribe increase—who had been an outstanding retail salesman of fine cars in Philadelphia, took on the Pierce-Arrow account as a dealer in Trenton, New Jersey. All he had at that time was a little bit of money, a stout heart, and a firm belief that money could be made in the fine car field.

¶ Last Monday he announced the opening of Johnston Pierce-Arrow, Inc. at 1515 Broad St., Philadelphia. Here in a beautiful new home Bill enters on, what we hope will be, another phase of a highly successful career.

¶ Bill is a great example of what retail salesmen can do in this business if they have the will, confidence and the right line. You might write Bill and ask him if he thinks Pierce-Arrow is the right line.

Roy H. Faulkner
Vice-President in Charge of Sales

THE PIERCE-ARROW MOTOR CAR COMPANY
Buffalo, N. Y.

ILLINOIS CAR-TRUCK SALES SHOW DECLINE

(Continued from Page 1)

sales showed a greater percentage decline month to month this year, commercial car sales showed a firmer month to month tone. This year in the passenger car sales the percentage of decline during November as compared with October was 39 per cent. In 1931 the November passenger car total ran only 28.5 per cent. below October.

In the commercial car field, however, the month to month decline this year shows November running 44 per cent. behind October, whereas in 1931, November ran 42 per cent. behind the previous month.

Passenger car sales during November this year showed a decline from the same month in 1931 of 53 per cent. Commercial car sales in November ran 49 per cent. below the same month a year ago.

OCT. TRUCK SALES EXCEED SEPTEMBER

(Continued from Page 1)

38.44 per cent. from the 102,659 units registered in October, 1931.

Total passenger car sales for the year passed the 1,000,000 mark during October, the total for the ten months being reported as 1,006,358, which was 42.64 per cent. under the total of 1,754,748 for the ten-month period in 1931. The ten-month total of truck sales was 160,582, a drop of 43.7 per cent. from the total of 285,-154 in the same period of 1931.

CHYSLER TO RECALL 6,000 EMPLOYEES

(Continued from Page 1)

York yesterday. According to Mr. Keller, the present force totals 22,-000. It has been stepped up from 15,000 in the last three weeks.

Mr. Keller made it plain that only former employees are being taken back, and notices are being sent to them at their homes. No new ones are being taken on at the employment offices.

U. S.-DUNLOP UNITE IN LATEX THREAD BUSINESS

London, Dec. 2. — The United States Rubber Company and the Dunlop Rubber Company of England have joined interests in the rubber and latex thread business in Europe, forming the Dunlop-Revere Thread Company for that purpose.

Hitherto all rubber thread has been square thread, cut from fine sheets of milled rubber, but the Dunlop and United States Rubber interests, working independently, have perfected a round elastic thread directly from the liquid latex of the rubber tree.

The round thread is one of the lines to be manufactured by the Dunlop-Revere Thread Company. The product is expected to find wide use in European countries in the manufacture of a number of products.

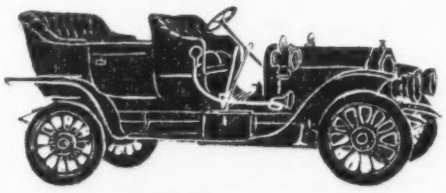
HENRY FORD PROMISES SOMETHING NEW IN CARS

Detroit, Dec. 2.—Henry Ford yesterday talked to the newspaper men from his bed in the hospital here, where he is recuperating from an operation last Saturday. The most important part of his statement was to the effect that he would be back on the job next week and that shortly we are going to show them something new in automobiles.

Dr. Roy D. McClure, who operated on Mr. Ford, said today that at the present rate of convalescence the patient would be discharged from the hospital within a week.

60,000,000 TIRES NEEDED IN '33, O'NEIL

Atlanta, Ga., Dec. 2.—More than 60,000,000 automobile tires will be needed in 1933 to equip cars that are now in use, W. O'Neil, president of General Tire and Rubber Company, stated before the National Tire Dealers' Association convention here. To sell this number of tires, Mr. O'Neil said, will take some creative selling and advertising instead of the present day method of price cutting and making the initial cost the selling argument.



SINCE 1909

BUICK, for the twenty-fourth consecutive year, has shafts and gears supported by New Departure Ball Bearings. 13 of these friction-fighters, located from front wheels to differential, will continue to help uphold Buick's reputation for smooth operation and long life.

· NOTHING ROLLS LIKE A BALL ·

NEW DEPARTURE
BALL BEARINGS

SPARKS *from* DETROIT

A New Rail Car
* * *
Cut Rates
* * *
Certified Used Cars
* * *
Jack Evans
* * *
Taxes or Walk
* * *
G. Hall Roosevelt
* * *

Chris Sinsabaugh—Detroit Editor

CASH customers of the column probably will recall the story published some time back as to a sensational rail car that was being developed by one of the leading automobile parts manufacturers located in a Michigan city within a short distance of Detroit. The identity of the concern was kept secret at the time.

This secrecy still is maintained—the makers of the rail car refuse to take off their false whiskers until Monday. That's when they are going to give a public demonstration of their product and the story will "break" then.

* * *

WHILE THE COLUMN is not permitted to mention names today, there's no harm done in telling you that this new rail vehicle "embodies a unique application of engineering principles in design and construction and is intended for fast passenger schedules on main railroads." It is streamlined to the nth degree, is powered by a sixteen-cylinder gasoline engine, weighs empty about 26,000 pounds and has a load capacity of 32,000 pounds. It has room for forty-two passengers and while the speed limit is not known it is figured that when the engineer steps on it, the car can turn 100 m. p. h.

Following the demonstration Monday, the first job will be put into service on a couple of railroad lines to prove itself.

But don't forget, the column was the first to carry the story.

* * *

IT NOW DEVELOPS that dealers going to the New York and Chicago national shows and members of the Society of Automotive Engineers attending the annual convention in Manhattan at show time are entitled to reduced rates. The S. A. E. men also get them if they go to the Society's production meeting in Detroit in late January.

But others whose business will call them to the shows are not in on this because they are not going to conventions, which is the requisite for getting this concession. With the dealers, though, there is the meeting of the national association in both cities that makes this possible.

It's probably a good thing this has been aired at the present time, for it is more than likely the average dealer has not given a thought to asking for reduced rates. The certificate plan is being used, something new which cuts a lot of the red tape that used to prevail.

* * *

I'VE JUST SEEN one of the new used-car identification and certified description tags which is being put out by Ross Roy Service of Detroit, publisher of the Brownbook on appraisals. To me it looks like a most serviceable sort of a document and the Roy boys hope it will be universally adopted.

The tag, in a cellaphane envelope, gives not only the mechanical features of the used car to which it is attached, but there's room for a complete description of the vehicle as to features, etc. The name of the previous owner is given as well as the original cost of the car and its condition. The dealer signs this tag as a guarantee of the claims made for it. It would seem to be a valuable document for the used car salesman and should facilitate sales.

* * *

JACK EVANS is now Detroit distributor for Auburn and above the door of his Woodward Avenue place is the sign, "John F. Evans, Inc." The new concern comes into being through the retirement from the firm of Clarence Seebaldt, which spelled the passing of the Seebaldt-Evans Company.

* * *

DELINQUENT TAXPAYERS here in Detroit are threatened with the loss of their automobiles if taxes are not paid up by January 1. The city treasurer finds warrant for this confiscation in a 1929 law which carries some dynamite through the insertion of "shall" in ordering the seizure of personal property. Detroit has more than $90,000,000 on the books.

* * *

G. HALL ROOSEVELT, fifth cousin and brother-in-law of the President-elect, is quitting as Detroit city comptroller to become identified to a certain extent with the automobile industry. He is to be manager of the Lubrigraph Corporation of Cleveland, which has patents on special lubricants designed for high speed automobile operation.

New Fisher No-Draft Ventilator Featured in Buicks

1933 Offering Gives Public More for Money

(Continued from Page 1)

been made without decreasing headroom, a result made possible through the use of the new frame design in which none of the cross members rises above the level of side rails. Body width and seat width have been increased also as a result of the widened track, so that, with the increase in length made possible by the lengthened wheel base, bodies are decidedly more roomy.

External appearance has been rendered more attractive by adding skirts to both front and rear fenders, by sweeping rear body panels downward to cover the fuel tank, and by providing a V-shaped radiator grill with dull chromium finish. Radiator shells are finished in Duco to harmonize with hoods which have a tapering chromium-plated hinge.

Wheels are demountable and only 17 inches in diameter and may be had in either a wire or steel-spoked pattern. The latter are a Kelsey-Hayes product and are used in preference to wood partly because the metal spokes retain their finish longer and remain quiet. Drop-base rims are fitted.

More than four inches have been added to the wheelbase of the smallest model, termed the 50 series, making this dimension 119 inches. The next larger model, called the 60 series, has 127-inch wheelbase, an increase of nine inches. In the case of the 80 series, wheel base increase is from 126 to 130 inches and in the 90 series, 134 to 138 inches. Front tracks are now 59, as against 57½ inches and rear tracks 60½, as against 59 inches formerly. Condensed specifications appear in an accompanying table.

Engines are relatively little changed, all three sizes being, of course, eight-in-line models with overhead valves. Power output has been increased somewhat, partly by increase in compression. Two compression ratios are available, 5.25 to 1 and 4.84 to 1, in the two smaller engines, and 4.8 to 1 or 4.4 to 1 in the largest model. An extra oil-scraper ring has been added below the piston pin and three are used above the pin, of which two are compression and one a scraper type. Pistons are of cast iron, as formerly, and are plated with tin to insure quick wear to a permanent seat without scoring even though the engine be run wide open during the normal run-in period. The extra oil ring is reported to effect a material decrease in oil consumption.

Another element affecting power output is the application of a new residence type straight-through muffler, mounted in rubber, and said to effect a reduction in back pressure of 3½ pounds per square inch with engine running wide open. This muffler is of Buick design and manufacture.

Changes in the intake system include minor refinements in the Marvel carburetor and the application of a new thermostatic control of the shutter which in turn controls the admission of exhaust to the jacket around the intake riser. This shutter was formerly hand-controlled from the dash. The thermostat is placed back of a short tunnel, the front end of which is directly back of the fan, and so is regulated by the temperature of the air that has passed through the radiator. Expansion joints which require no packing are now provided to compensate for changes in temperature, and consequently in length, of the exhaust manifold.

A combined A. C. air cleaner and intake silencer are fitted as standard equipment. Cars intended for use in areas where dust is excessive may be fitted with a special A. C. Triplex air cleaner at extra cost.

changes in the cooling system include the elimination of radiator shutters and the substitution of a thermostat and by-pass arrangement for short-circuiting the flow of water around rather than through the radiator during the warm-up period. A by-pass valve at the lower end of the short-circuiting pipe is arranged to close after the flow through the radiator becomes normal, thus preventing possible air-binding of the pump and circulating system. The radiator, head lamps, front fender and tie bar joining them are mounted on a U-shaped carrier with a rubber attachment at the center of the front frame cross member. This arrangement, which is similar to that used on Chevrolet cars this year, is employed to prevent end-shake of this assembly as a result of frame distortion.

To minimize the transmission of vibration from power plant to frame, the former is mounted on five adjustable rubber supports, two at the front end, two at the flywheel housing and a fifth back of the gearset.

An important improvement in the vacuum-operated clutch, which is continued without other substantial change, is the application of an inertia-operated pendulum control valve designed to prevent the sudden engagement of the clutch. This pendulum is actuated by lagging behind through its own inertia, when the car starts to move forward or is rapidly accelerated. It is connected to the control valve in such a way that the flow of the air from the vacuum cylinder is momentarily interrupted, thereby holding the clutch in a partially-engaged position during the pickup. Controls designed to produce a similar effect without the pendulum in this year's cars required a very fine adjustment, and if not correctly adjusted, too sudden engagement of the clutch resulted.

As shown by an accompanying illustration, the new X-type frame is similar to those successfully employed on several makes of car this year, the X-bracing having a channel section and being continued forward along the side rails beside the engine to anchorages on the front cross member. This construction adds greatly to frame stiffness, of course and presumably more than compensates for any lack of rigidity which the use of flexible rubber engine mountings entails.

Gearsets, axles and other chassis units, with minor exceptions, approximate the construction formerly used, but have been improved in some minor details. Somewhat the same is true of brakes, except that the latter are now fitted with centrifuse brake drums and have woven rather than molded linings. Brake operation has been made somewhat easier, however, by the application of roller bearings (presumably of the "needle" type) at pedal and brake-shaft supports. The lengthening of axles to increase the track has necessitated strengthening in certain parts, but the design is not materially altered.

Saginaw steering gears of the double roller and worm type are now fitted on all models, as are also Delco hydraulic shock absorbers. Except on the 50 series, these are double-acting types and on all models they include an inertia control which replaces the hand-adjusted "ride-control" formerly used. Screw-pin type spring shackles are continued and a shock-eliminator has been applied to the "50" chassis as now and formerly on the larger chassis.

Certain parts, including some valve parts in the engine, are now being copper plated to minimize wear. In the Delco-Remy ignition heads, used on all models, eight-lobe cams are substituted for the four-lobe type formerly employed, and in consequence a single breaker arm is used, thereby greatly simplifying the timing operation. An electro magnet has been added to the starting motor and is employed to throw the starter pinion into engagement with the flywheel gear when a button on the dash closes the circuit. This button, of course, takes the place of the starter pedal formerly used.

Headlamps are provided with an additional control for what is termed a "passing beam," so arranged that, when passing a car a bright beam is thrown to the right side of the highway and a dim beam into the left traffic lane. It is stated, however, that conventional two-filament bulbs are employed.

There are, in all, twenty body models in the 1933 line. Those on the 119-inch wheelbase include a two-passenger business coupe, a two-passenger special coupe with rumble seat, a two-passenger convertible coupe with rumble seat, a five-passenger sedan and a five-passenger victoria coupe with trunk. On the 126-inch wheelbase chassis the choice is: Two-passenger special and convertible coupes with rumble seats, five-passenger sedan, five-passenger coupe with trunk, and a five-passenger four-door convertible phaeton.

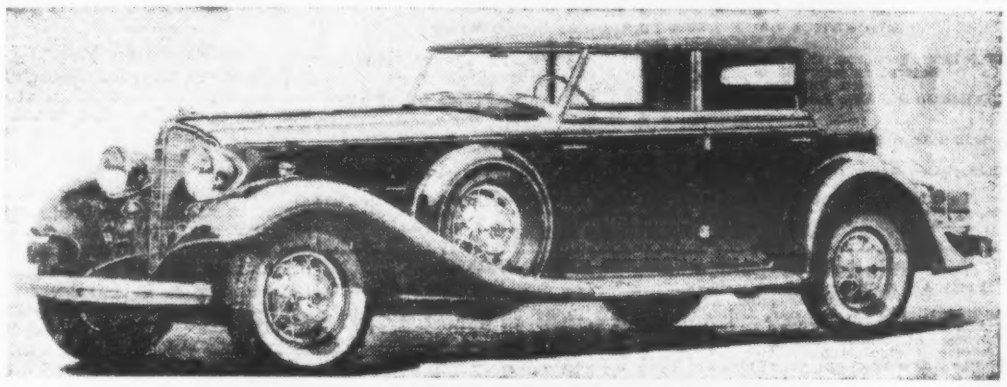
In the 130-inch wheelbase line there are a five-passenger coupe with trunk, a two-passenger special coupe and a two-passenger convertible coupe with rumble seat, a five-passenger sedan and a four-door five-passenger convertible phaeton. For the 138-inch wheelbase chassis, the line includes a seven-passenger sedan, a seven-passenger limousine, a five-passenger close-coupled sedan with trunk, a five-passenger coupe with deck and a five-passenger sedan.

Skirted fenders on all models, an apron in front and extension of the body panels in the rear make it difficult to see any parts of the

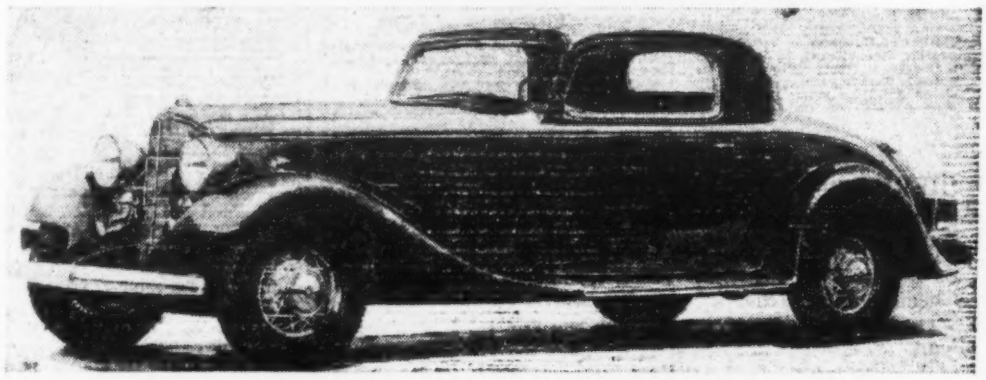
(Continued on Page 10)

1933 BUICK PRICES

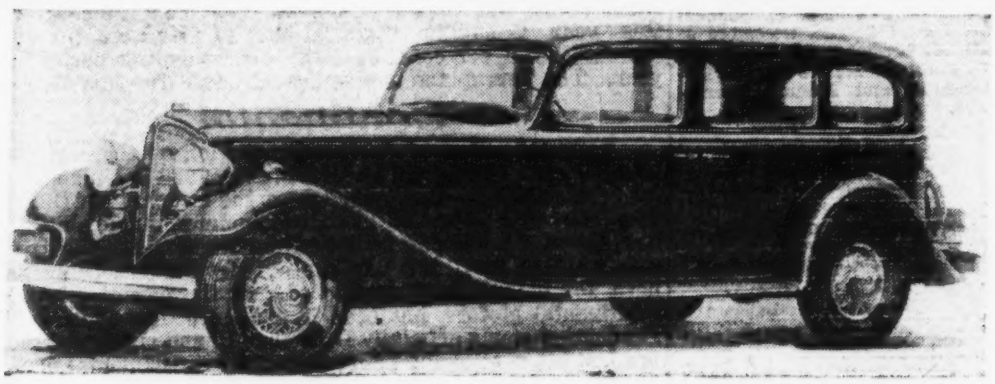
50 Series—	
56—2-pass. coupe	$ 995
56C—Convertible coupe	1,115
56S—Special coupe	1,030
57—Sedan	1,045
58—5-Pass. coupe	1,065
60 Series—	
66C—Convertible coupe	$1,365
66S—Special coupe	1,270
67—Sedan	1,310
68—5-pass. Coupe	1,310
68C—Conv. phaeton	1,585
80 Series—	
86—5-pass. coupe	$1,540
86C—Convertible coupe	1,575
86S—Sport coupe	1,495
87—Sedan	1,570
88C—Conv. phaeton	1,845
90 Series—	
90—7-pass. Sedan	$1,955
90L—7-pass limousine	2,055
91—5-pass. close-coupled sedan	1,820
96—5-pass. coupe	1,785
97—5-pass. sedan	1,805



1933 BUICK, 130-inch wheel base, four-door convertible phaeton



1933 BUICK, 130-inch wheel base, two-passenger special coupe, with rumble seat



1933 BUICK, 138-inch wheel base limousine

DETAILS OF DESIGN OF NEW FISHER NO DRAFT VENTILATORS

(Continued from Page 1)

guides to slide vertically in the usual way.

Since the pivoted sections can be set quickly with a regulator which holds them securely at any desired angle, the ventilator can be made either to scoop in air or to cause it to be drawn out of the body. It is stated that in this way perfect ventilation can be secured without creating unpleasant draughts inside the body of the car. Moreover, each passenger sitting adjacent to a window can adjust it quickly to provide whatever degree of ventilation is desired.

FISHER no-draft ventilation, individually controlled

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Sunday, Monday and Holidays, and Tuesday When a Holiday Falls on Monday

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Pelicans

THERE is currently going the rounds of the press a story that would have pleased old Father Aesop, regarding a flock of pelicans out in San Pedro harbor.

It seems that for many years this flock of hungry birds has been fed by fishermen, who made a habit of throwing to them their excess catch, just for the fun of watching the pelicans gobble the chance-sent meals.

Unfortunately for the pelican, depression has hit even the fishing industry. During the present year fishermen have not been bringing in any excess catch. In vain the pelicans, accustomed to easy living, flapped after the fishing boats. There was no restaurant service for them.

Finally the fishermen noticed that the pelican flock was beginning to languish. They flapped about, looking more and more dejected, getting thinner and scrawnier day after day. The birds had become so accustomed to being fed that they had forgotten how to rustle their own provender. They had forgotten that it ever had been necessary to fish for themselves.

The pelicans would have died out if some fishermen had not brought up the coast with them a few specimens of the genus which never had been fed by careless human beings. The new pelicans at once began to scamper around, catching fish. The pampered aristocrats of the harbor watched these antics for a bit and them remembered. They, too, began going after fish instead of waiting for the fish to come to them. And now all is well in the pelican flock of San Pedro.

Is it necessary to draw the parallel? We rather imagine not. Even in depression, there are fish, or customers, to be caught by the pelican, or man, who is willing to go after them instead of waiting for them to come to him.

The Joint Show

One of the important landmarks of the automotive year lies just ahead of us in the Joint Trade Show staged by the N. S. P. A. and the M. E. M. A., opening in Detroit on Monday.

This annual event marks for the manufacturers and distributors of the parts and accessory industry the beginning of a new year. It is the one chance that most of the men in this industry get to meet in mass the other operators in their field. Even if there were no showing of products it would still be vitally important for every one able to do so to go to Detroit and restore contacts with others in the field. This is a far-flung country of ours, and we all tend to lose touch with others in our own lines of endeavor.

Add to this opportunity of making and renewing friendships and discussing common problems with one's fellows the chance to see the new products of the industry gathered conveniently in one place and we find the Joint Trade Show a vitally important link in the development and progress of the parts and accessory business.

The show staged by these leading trade associations is something that no progressive operator in the field can afford to miss. Taken as a whole, the trade show offers a chance to see exactly what the manufacturers have been doing during the year. It gives other manufacturers the opportunity to see what competition is offering, to note improvements and development work accomplished.

Distributors attending the show have the chance of seeing what is new; of picking out products that they believe will yield them profits. They have the chance to talk to factory men and discuss with them the problems that have come up during the year. Merchants sometimes complain that the manufacturers do not realize what they are up against. True enough, and this is so largely because the manufacturers have had no chance to get the merchant's problems first hand.

The Joint Trade Show is unique in the opportunities it offers. Automobile Daily News wishes the organization sponsoring it a most successful and constructive week in Detroit.

DE SOTO BEGINS SERIES OF DEALER MEETINGS TO LAUCH 1933 CAMPAIGN

(Continued from Page 1)

optimism that pervaded the sessions, factory officials reported it likely that an upward revision would be made in tentative manufacturing plans already scheduled for next year.

More than 5,000 dealers are expected to attend the sectional meetings that are to follow between now and December 19. In order to speed up the meeting program and get the De Soto message to the sales organization from coast to coast within a short space of time, four groups of De Soto executives will conduct meetings simultaneously in as many cities.

Mr. Foy, Mr. Peed, R. M. Rowland, assistant general sales manager, and John J. Palmer, assistant to the president, will each head a group.

With the assistance of James F. Boyd, assistant general sales manager of De Soto in charge of Plymouth sales, Mr. Foy will conduct meetings in the following cities: Boston, December 5; New York, December 6; Philadelphia, December 7, and Washington, December 9.

Mr. Peed will be assisted by Harry Mahaffey, assistant to the general sales manager, in directing meetings in the following cities: Chicago, December 5; Cleveland, December 6; Buffalo, December 7; Pittsburgh, December 8; Cincinnati, December 9; Atlanta, December 12; New Orleans, December 13; Dallas, December 15, and Oklahoma City, December 16.

Mr. Palmer will handle meetings in the following cities with the assistance of Jack Whitaker of the sales promotion department; Indianapolis, December 5; St. Louis, December 6; Kansas City, December 7, Omaha, December 8; Denver, December 12, and Salt Lake City, December 14.

Mr. Rowland will handle the following cities, with the assistance of Bert Secord, director of service: Minneapolis, December 5; Spokane, December 8; Seattle, December 9; Portland, December 12; San Francisco, December 14; Los Angeles, December 16, and Phoenix, December 19.

COMING EVENTS

DECEMBER

1- 2—**Washington, D. C.** Highway Research Board, meeting
2- 3—**Detroit.** National Standard Parts Association Convention
5—**New Orleans, La.** Association of Asphalt Paving Technicologists.
5- 9—**New York.** Annual Meeting A. S. M. E.
5-10—**New York.** Power and Mechanical Engineering Exposition.
5-10—**Detroit.** Motor and Equipment Manufacturers Association, convention, Hotel Statler.
5-10—**Detroit.** Third Annual Joint Trade Show, National Standard Parts Association and Motor and Equipment Manufacturers' Association. Convention Hall
6- 8—**New Orleans, La.** National Association of Finance Companies annual convention.
12-13—**Springfield, Ill.** Automotive Trade Association annual convention, St Nicholas Hotel.

JANUARY

7-14—**New York City.** National Automobile Show, Grand Central Palace
7-14—**San Francisco, Cal.** Motor Car Dealers' Association of San Francisco show
7-15—**Los Angeles, Cal.** Los Angeles Motor Car Dealers' Association, twentieth annual show
8-14—**St. Louis.** Automobile Dealers' Association Show, Midwest Terminal Building
9—**New York, N. Y.** Society of Automotive Engineers' Show, meeting
12—**New York.** Annual S. A. E. dinner Hotel Pennsylvania
12-13—**Springfield, Ill.** Illinois Automotive Trade Association, meeting.
14-21—**Newark, N. J.** Newark Automobile Dealers' Association, show.
14-21—**Buffalo, N. Y.** Annual show.
15-21—**Cincinnati, O.** Cincinnati Automobile Dealers' Association, show.
16-21—**Brooklyn, N. Y.** Annual Show.
16-21—**Philadelphia.** Annual show.
16-23—**Detroit.** Highway and Building Congress
21-28—**Boston, Mass.** Boston Automobile Dealers' Association. Boston Commercial Motor Vehicle Association show.
21-28—**Detroit, Mich.** Detroit Automobile Dealers' Association, show
22-26—**Detroit.** Annual S. A. E. meeting Book-Cadillac Hotel.
27-Feb. 15—**Cairo, Egypt.** International Salon.
28-Feb. 4—**Chicago.** National Automobile Show, Coliseum
28-Feb. 5—**Washington, D. C.** Washington Automotive Trades Association show.

FEBRUARY

4-11—**Indianapolis.** Twenty-second annual show, Indiana State Fair Ground.
9-11—**Springfield, Ill.** Springfield Automobile Dealers' Association, show.
11-18—**Kansas City, Mo.** Kansas City Motor Car Dealers' Show.
27-Mar. 14—**New York City.** Chemical Exposition, Grand Central Palace
20-21—**Cleveland, O.** National Petroleum Association.

In and About the Plants

By Chris Sinsabaugh

(Continued from Page 1)

agers and their district representatives. Each of the five days there will be a different group, each consisting of about fifty field men. Merchandising plans will be discussed, and President Lawrence P. Fisher and General Sales Manager John Chick are scheduled to make the main talks.

Rockne

After having shown the new models to the newspaper men last Monday, Vice-president George Graham and Sales Manager Frank Wiethoff started in on the series of meetings with dealers which is to be held in all sections of the country. The first of these was held in Pittsburgh Wednesday. Cincinnati was next and South Bend had an inning Friday. Next week the trip will be continued. New York and Washington are scheduled for Monday, Boston and Atlanta on Tuesday, Philadelphia on Wednesday, Cleveland on Thursday and Dallas and Buffalo on Friday. The week after the schedule runs: Portland, Ore., and St. Paul, Monday; Omaha, Tuesday; San Francisco and Kansas City, Wednesday; Denver, Thursday and Los Angeles Friday . . . The plant will start full production December 12, running five and six days a week. Present production is confined to putting through new models to be used at the dealer meetings.

Hudson-Essex

The engineering department is winding up details on the 1933 models, while the manufacturing division is retooling and installing new jigs, and other fixtures in anticipation of getting the go-ahead on the new stuff . . . It is expected production will start about the end of December, and it is thought the dealers will be stocked by show time. The factory is later than usual in getting under way because of some of the minor details in connection with the new models not being settled. There will be no sales meetings this year, and the formal announcement is to come at show time. . . . The factory is about cleaned up on '32 stuff, while dealers' stocks are reported to be unusually low. Sales continue to exceed shipments . . . Considerable satisfaction is expressed by A. E. Barit, president of Hudson-Essex of Canada, Ltd., over the busines that is being done in the Dominion. In the face of a decrease of 28.2 per cent. for the whole industry, Barit points out that for August, September and October this year Canadian registrations of Hudson products increased 33.5 per cent. over the corresponding period last year. The Terraplane is given great credit for this pick-up.

Continental

In anticipation of starting production on the new Continental cars, which will make a bid for 1933 business, there is great activity at headquarters of the company in Detroit. The lobby and reception room are jammed during business hours, and it takes you no little time to get to see the executive you ask for. It's like the old days and nothing new here, for it must be remembered that the parent company, Continental Motors, has been in existence thirty years. . . . Production starts officially December 10 and right now there is a last bit of tailoring being put on the experimental models by the engineers. . . . There are forty field men on the road now and Fred Rockelman, vice-president of sales, and Sales Manager Henry Krohn are wading through a stack of letters—some 1,500 of them—from dealers all over the country who are asking questions about the new proposition and filing applications for franchises.

De Soto

In the excitement of having several hundred dealers here for a three-day meeting this week there is little leaking out in the way of factory operations. It is presumed, however, that the Foy organization is not overlooking any bets and that at the proper time we will learn more about the new product than has been released in a publicity way so far. The dealers assembled here from all sections of the country have put in three days conferring with factory executives and learning full details concerning the sales plans for next year.

Chrysler

More than 400 distributors and dealers from all sections of the country will be here Monday for an extended meeting with factory officials relative to the 1933 campaign. Preceding their visit, thirty of the district managers have been here for conferences. They will be followed by the retailers, who will bring with them their wholesale managers, and their sales managers while many of them will be accompanied by their bankers who will thus have first hand knowledge of the Chrysler proposition. Headquarters will be at the Book-Cadillac. The affair will close Wednesday and on that day the visitors will be shown the full line of Chrysler cars for 1933 which will be displayed in the Armory. That same night there will be an entertainment at the Players' Club.

Nash

With the startlingly low priced new Nash Standard

(Continued on Page 11)

Dodge Bros. Announce Details of New Six

(Continued from Page 1)

horse power at 3,600 r. m. p. The compression ratio is 5.5 to 1. A high compression head, with which it is stated the engine develops 81 horse power, may be had at a slight additional cost.

The two engine supports are cushioned with live rubber in such a way that there is no metal-to-metal contact between the power plant and its supports.

A four-bearing crank shaft is used, weight compensated to secure balance at all speeds. An impulse damper is mounted on the front end of the crank shaft. The pistons are of aluminum, with two stabilizer struts. Two compression rings and two oil-control rings are fitted. The piston pins of hollow steel are full floating to distribute the wear evenly over the entire surface.

The connecting rods are drop-forged of light-weight manganese steel; they have removable crankshaft bearings, lined with spun-in babbitt.

The chain-driven cam shaft, in addition to operating the valve action, also drives the oil pump, the ignition distributor and the fuel pump. The cam faces are in continuous contact with the tappets to insure quiet operation. Duro-chrome seats are fitted for the exhaust valves. These valve seats are set into the cast iron cylinder block.

Gasoline is supplied from a fifteen-gallon tank carried between the frame members, under the rear valance, by an automatic fuel pump provided with a visible filter. The pump is positively driven from the cam shaft.

The carburetor is a specially developed single-tube down-draft type. Rising above the heat-jacketed carburetor is a bow-shaped air cleaner and intake silencer. A point has been made to locate the spark plugs so that the ignition spark occurs in the area of greatest turbulence; this is designed not only to speed up the combustion process, but to burn the fuel mixture as though it were ignited at more than one firing point.

A crankcase ventilating system, consisting of a curved suction tube, is mounted on the right rear of the engine. The air stream caused by the car's forward motion creates a partial vacuum around the ventilator opening by which the crankcase vapors are drawn out and prevented from contaminating the lubricant. The ventilator also helps to cool the oil.

Water is circulated by a belt-drawn impeller pump mounted on the fan shaft. The rate of water flow is regulated by an automatic thermostat. The circulation remains slow until the engine has reached its proper operating temperature. A 17-inch, four-blade fan is used.

Engine lubrication is of the pressure-feed type controlled by a camshaft-driven gear pump. The pump raises the oil from the crankcase reservoir and forces it through a series of rifle-drilled passages running through the solid metal of the cylinder block and supplying oil to the crankshaft, connecting rod and camshaft bearings and to the silent-chain timing drive.

The crankshaft itself is drilled, of course, to feed oil to the lower connecting rod bearings. Piston pins, cylinder walls, valve stems, valve cams and valve tappets are lubricated by oil spray. All oil is screened before it enters the pump and an outside-mounted oil-filter removes foreign particles from the oil.

A number of improvements are shown in the electrical system. Starter current is switched on only after the starting motor pinion is fully meshed with the flywheel gear. The arrangement is designed to prevent gear damage, sticking and imperfect engagement.

The generator is belt-driven. The ignition has automatic spark control. A special method of winding is used in the ignition coil, to produce a secondary current of higher tension, for which wiring of a special type is provided. The distributor breaker arm also is of new design, with points of a new material that does not pit in long service.

Lamps are finished in bright chromium plate. Instrument panels have glareless lighting, and closed models have dome lights. All types, with the exception of the convertible coupe, are wired for radio.

One of the interesting features in these Dodge models is its novel steering system. This has been designed with special attention to the problems introduced by today's higher road speeds and changed driving standards, as well as by the use of 6.00/16 airwheel tires, first adopted by Dodge as standard equipment.

Instead of following the usual practice of mounting the steering gear through a frame side rail, Dodge secures it to a special subside member, which in turn is well reinforced. The pitman arm, instead of moving fore and aft, swings parallel to the front axle. The drag link also moves parallel to the front axle. To minimize steering friction, a new type of bearing is used in the steering gear, termed "needle roller bearings," in which the anti-friction members are slender steel rollers, often no thicker than an ordinary pencil lead. Wheel shimmy, tramping of front wheels, and so-called "steering wheel fight" are said to be eliminated by this new steering gear.

The clutch is vacuum operated. When the accelerator is depressed, the automatic clutch engages. When the throttle closes, the clutch disengages. When the automatic clutch control is operated during free wheeling, the transmission is disengaged at both ends, so that shifting is easy and quiet in all speeds.

The transmission has three speeds forward and a reverse. All the gears, including the reverse gear and reverse idler, have helical teeth to promote silent operation. Shifting between "high" and "second"—up or down—may be done between forty and fifty miles per hour without noise and without danger to the mechanism.

Integral with the transmission, but independent in operation, is the selective cam and roller type free-wheeling unit. It functions in all forward speeds, is locked out automatically for reverse and automatically engages in changing from reverse. A handy control button on per cent. annual stock extras, agree-out as the driver desires.

The driver may use conventional gear, free wheeling or both free wheeling and automatic clutch, as he desires.

Brakes are of the hydraulic type. Brake drums are of built-up Centrifuse type. In addition to the pedal-operated four-wheel hydraulic service brakes, there is a propeller-shaft parking or emergency brake with a two-inch band contracting on a six-inch steel drum.

A new double-drop chassis frame of unique design is used. The frame has a box section in the forward part that cradles the power plant, and a V-shaped brace forward of the engine.

The front axle is made from seamless steel tubing and has welded-on spring saddles. This type is well adapted to the cross steering, and to use of doughnut tires.

Rear axle noise has been reduced by two special roller bearings placed back to back at the end of each axle shaft, where they take all thrust. In forging the blanks from which the ring gear is cut the hot metal is upset in such a way that its grain runs as nearly as possible parallel to the beveled teeth. This makes the flow lines of the metal the same throughout the blank and helps to minimize distortion in heat treatment.

Axle shafts are of heat-treated chrome-nickel steel, 1¼ inch in diameter at the wheel bearings. The ratio of drive pinion to ring gear is 4.37 to 1.

Front and rear springs are semi-elliptic, 36 inches long in front, 53½ inches in the rear.

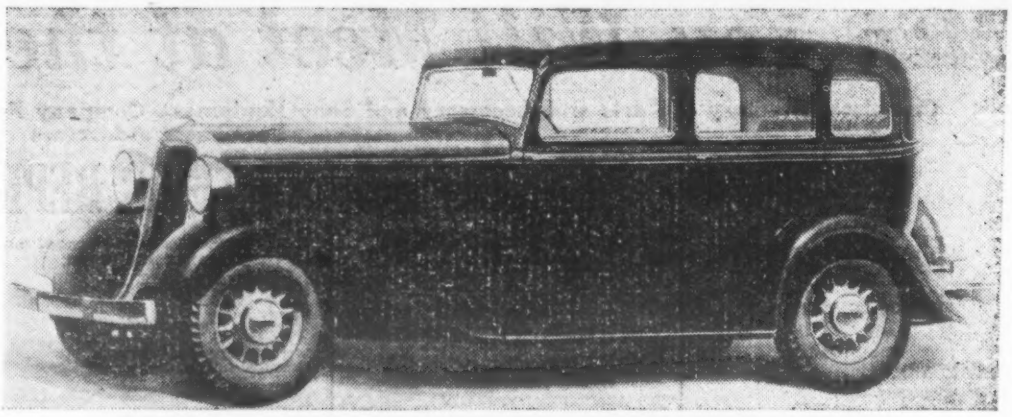
While the front ends of front and rear springs rest in noiseless rubber-bushed supports, the rear ends are secured to "silent-U" non-swaying shackles of novel construction. The upper leg of the U shackle screws into a threaded steel hanger, so as to permit the shackles to oscillate. No adjustment is required to keep shackles quiet. Oilite inserts are used between spring leaves. They

(Continued on Page 13)

NEW DODGE PRICES

For the convenience of our readers prices announced on the new Dodge Six 111¼-inch wheel base model are repeated:

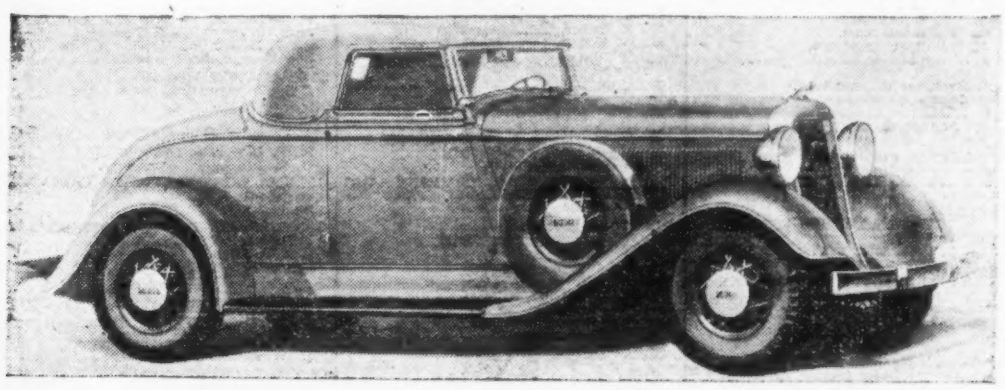
Business coupe	$595
Coupe (rumble seat)	640
Salon brougham	660
Five-passenger sedan	670
Convertible coupe	695



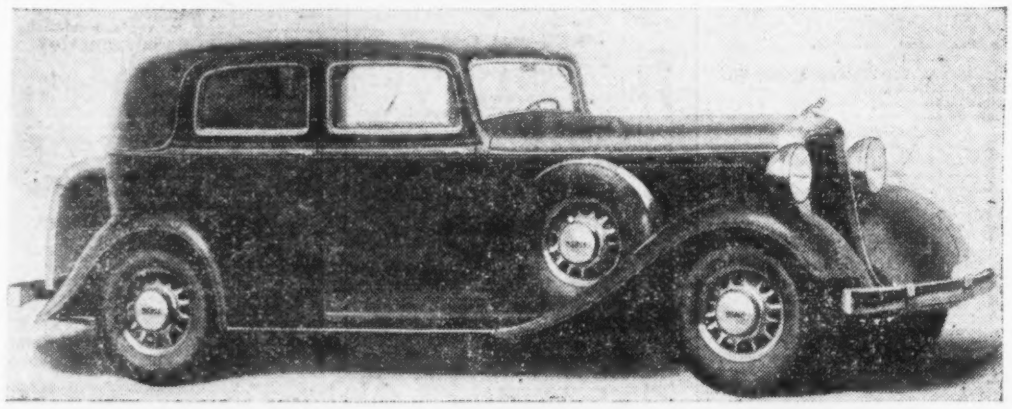
DODGE six, 5-passenger sedan, 75 horse power, 111¼-inch wheel base. List, $670.

Brief Specifications Of New Dodge Six

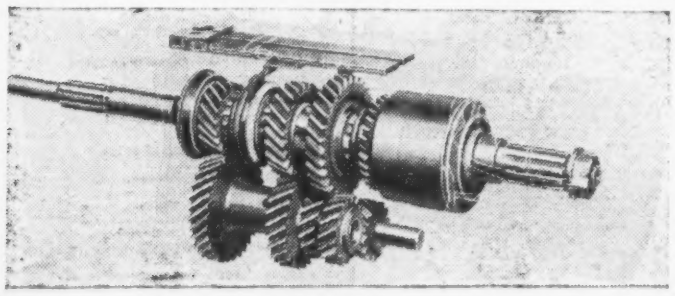
Wheelbase—111¼ inches.
Engine—3⅛-inch bore; 4⅜-inch stroke.
Horsepower—75 hp.; 81 hp. with high-compression head designed for use of 72-octane gasoline.
Wheels—Five demountable, wood or wire; rims, 16x4.
Tires—Latest airwheel, 6.00/16, non-skid.
Automatic Clutch—Improved Dodge type. Optional.
Free Wheeling—Selective cam and roller type.
Transmission—Easy shift, silent in all speeds, including reverse.
Steering—New type of "cross steering"—worm and sector.
Brakes—Hydraulic; self-equalizing; Centrifuse brake drums.
Springs—Thin-leaf type; made squeak-proof by Oilite inserts; silent, non-sway U-shackles. Spring covers.
Windshield—Duplate safety-plate glass.



DODGE six, convertible coupe; disappearing top, folding windshield. List, $695.



DODGE six, 5-passenger salon brougham, 75 horse power, 111¼-inch wheel base. List, $660.



THE FREE WHEELING unit of the new Dodge Six, of the selective cam and roller type and operating on special Chrysler Motors needle roller bearings, is mounted integral with the transmission

GENERAL ELECTRIC FORMS INSTALLMENT DIVISION

Schenectady, N. Y., Dec. 2.—The General Electric Contracts Corporation has been oragnized to purchase from distributors and dealers installment-payment obligations covering the sale of General Electric household appliances and other products, Gerard Swope, president of the General Electric Company, announced yesterday.

The new company will begin in this district and will extend operations to other cities as service and volume of business require. Commercial credit and other finance companies, which have satisfactorily handled this business, will continue to operate in all territories pending the opening of additional branches.

GORDON TO MOVE

Columbus, O., Dec. 1 (UTPS).—The J. P. Gordon Company, manufacturers of tire covers and seat covers in the United States, and headed by J. P. Gordon, announced that it had leased a four-story factory building at 232-240 Neilston St., into which it will move its plant soon after the first of the year.

CONNECTICUT WILL INSPECT BRAKES

New Haven, Dec. 2.—An inspection of safety appliances of automobiles using the New York-Boston highways in Connecticut will begin immediately, the Department of Motor Vehicles announced today. The step was taken because of the increase in fatal accidents on Connecticut roads in the past week weeks. About 80 per cent. of the cars checked after the accidents had defective brakes.

OPEL

Berlin, Dec. 2.—Opel Automobile Works (controlled by General Motors Corporation) reports for year ended December 31, 1931, net loss of Rm. 3,400,000 after all charges, compared with net loss of Rm. 13,-900,000 in 1930.

CLASSIFIED ADVERTISEMENTS IN THE AUTOMOTIVE DAILY NEWS BRING RESULTS

Men You Will Meet at the Joint Trade Show

Complete Directory of Parts and Accessory and Shop Equipment Company Representatives, Their Hotel Headquarters and Their Permanent Addresses

EXHIBITORS AND THEIR REPRESENTATIVES

Manufacturers

A C SPARK PLUG COMPANY
Flint, Mich.
Space: 290-291-292.
Statler Hotel
H. H. Curtice, pres.
W. S. Isherwood, gen. sales mgr.
E. McGinnis, adv. mgr.
J. C. Hines, dist. sales mgr.
A. S. Holmes, dist. sales mgr.
R. E. Merrell, dist. sales mgr.
J. E. Stone, dist. sales mgr.
W. E. Richardson, dist. sales mgr.
M. W. Gotthelf, sales prom. mgr.
H. E. Albrecht, credit mgr.
S. S. Howard, service mgr.

ACCURATE PARTS MANUFACTURING CO.
735 Central Ave.
Cleveland, O.
Space: 196-197-198-199.
Book-Cadillac Hotel
Ira Saks, pres. and sales mgr.
Morris Saks, vice-pres.
Philip Saks, sec.-treas.
Edward Hibshman, adv. mgr.
Allan O. Marsh, salesman.
C. E. Lee, salesman.
Philip Silver, salesman.
Matthew Nottonson, salesman.
George Horak, salesman.
W. R. Watrous, salesman.
Sam Nottonson, salesman.
Sam Kochman, salesman.
Harry Sanders, salesman.
Edwin Garrett, salesman.

ACME WHITE LEAD AND COLOR WORKS
8250 St. Aubin Ave.
Detroit, Mich.
Space: 312-313.
Statler Hotel
J. W. Strain, mgr., gen. trade sales.
F. R. Dougall, Jr., sales mgr., lacquer div.
G. D. Zinck, salesman.
A. W. Stern, salesman.
Walter J. Wilson, salesman.
Norman Hasty, salesman.
Frank Case, salesman.

ADAMS GREASE GUN CORPORATION
54 West 21st St.
New York, N. Y.
Space: 182-183-184.
Book-Cadillac Hotel
Milton G. Adams, sec.-treas., sales mgr.
James Costello, salesman.
Carl Barnes, salesman.
Jack Guttman, salesman.
Ed. Ludwig, salesman.

L. W. AFF MACHINE WORKS
231 9th St.
San Francisco, Cal.
Space: 234.
Book-Cadillac Hotel
L. W. Aff, gen. mgr.

ALLBESTOS CORPORATION
21st St. and Godfrey Ave.
Germantown, Philadelphia, Pa.
Space: 124.
Book-Cadillac Hotel
W. G. Kitchen, pres.
C. A. Grainger, gen. sales mgr.
N. P. Hewitt, adv. mgr.
J. L. Spielmacher, dist. mgr.
T. F. Cannan, dist. rep.
H. D. Fox, dist. mgr.
W. R. Hutchison, dist. mgr.
L. Woodward, dist. mgr.
A. E. Edwards, dist. mgr.
E. M. Arnold, dist. mgr.
J. F. Pender, dist. mgr.
T. H. Holland, dist. rep.
F. R. Bodemann, dist. mgr.
H. F. Albertsen, dist. mgr.

THE ALMETAL UNIVERSAL JOINT CO.
1553 East 55th St.
Cleveland, O.
Space: 83-84.
Book-Cadillac Hotel
F. W. Peters, pres.
S. F. Dupree, Jr., treas.
E. P. Rollings, sec.
D. A. Lang, asst. sales mgr.
C. K. Morton, chief eng.
A. W. Gray, New York dist. mgr.
C. W. Sweeney, Pacific Coast dist. mgr.
W. H. Reeves, Chicago dist. mgr.
F. C. Peters, Cleveland dist. mgr.
J. L. Troutman, Atlanta dist. mgr.
E. H. Garrett, Denver dist. mgr.
H. C. McDermott, Dallas dist. mgr.
E. Messerly, factory mgr.
C. Griffith, prod. mgr.
L. J. Francis, adv. mgr.
H. J. Walker, mgr. Plant No. 2.
Norman Walker, asst. mgr. Plant No. 2.
W. D. Blood, export mgr.
J. E. Schwalm, special rep.
Dan McDermott, special rep.

ALUMINUM INDUSTRIES, INC.
2416-38 Beekman St.
Cincinnati, O.
Space: 162-163-164.
Book-Cadillac Hotel
H. J. Hater, treas. and gen. mgr.
C. W. McDaniel, dir. of sales.
W. E. McIlroy, dir of distribution.
R. T. Mesker, sec.
B. V. Keller, adv. mgr.
C. J. Kraus, credit mgr.
R. H. Pardo, export mgr.
W. B. McDonough, dist. mgr.
W. E. McDonough, dist. mgr.
Statler Hotel
W. Trefz, sales dept.
J. J. Boyle, dist. mgr.
R. E. McGill, dist. mgr.
C. E. Stock, dist mgr.
Fort Shelby Hotel
O E. Van Altena, dist. mgr.
R. F. Craig, dist. mgr.
J. F. Christie, dist. mgr.
G M. Watson, dist. mgr.
H. A. Brittain, dist. mgr.

THE AMERICAN HAMMERED PISTON RING COMPANY
Bush and Hamburg Sts.
Baltimore, Md.
Space: 175-176-177.
Book-Cadillac Hotel
T. R. E. Berry, dist. sales mgr.
C. M. Best, dist. sales mgr.
A. W. Morton, pres and gen mgr
R D. Pippen, asst. treas.
T. L. Ford, gen. sales mgr.
G. R. Burbank, sales engr.
C. R. Bodemann, dist. sales mgr.
G. B. Dodd, dist. sales mgr.
E. S. Freeman, dist. sales mgr.
B. G. Griffith, dist. sales mgr.
O. O. Hohn dist. sales mgr.
E. C. Meyers, dist. sales mgr.
J A. Tompkins, Jr., dist. sales mgr.
W S. Watchman, dist. sales mgr.
J. A. Devine, dist. sales mgr.
W. B. Huskey, dist. sales mgr.

THE AROO COMPANY
7301 Bessemer Ave.
Cleveland, O.
Space: 495.
Statler Hotel
Paul L. Hexter, automotive sales mgr.
E. F. Ondrey, asst. adv. mgr.
R. Van Wagner, mgr. foreign sales.
E. J. Phillips, salesman.
Paul Primm, salesman.

THE ARMATURE COMPANY
7500 Stanton Ave.
Cleveland, O.
Space: 440-441.
Statler Hotel
H. V. Hahn, owner.
H. E. Barber, salesman.
Charles Stinson, salesman.
L. G. Knowles, rep.
F. Barringer, rep.
F. J. Marsh, rep.
Mr. Sheridan, rep.
Fort Wayne Hotel
Mr. McMorrow, rep.
Mr. McClintock, rep.
J. E. Loudenback, rep.
J. F. Millwood, rep.

ARMSTRONG CORK AND INSULATION COMPANY
Lancaster, Pa.
Space: 67-68.
Book-Cadillac Hotel
S. L. Barnes, asst. sales mgr.
J. R. Gaintner, sales corres.
C. F. Henry, Chicago dist. mgr.
J. V. Flood, Pittsburgh dist. mgr.
C. L. Gildersleeve, Cleveland dist. mgr.
T. D. Jones, Detroit dist. mgr.
C. R. Swanson, salesman.
F. L. Munroe, salesman.
M. C. Poffenberger, salesman.

THE ARO EQUIPMENT CORPORATION
Bryan, O.
Space: 6-7-8.
Statler Hotel
J. C. Markey, pres.
I. B. Nielsen, vice-pres.
C. E. Ihrie, sales prom. mgr.
L. L. Hawk, credit mgr.
J. E. Allen, service mgr.

ARROW HEAD STEEL PRODUCTS COMPANY
1101 Stinson Blvd.
Minneapolis, Minn.
Space: 373-374.
Detroit Leland Hotel
F. C. Bahr, pres.
W. C. Wilson, merchandising mgr.
W. E. Wilbert, factory supt.
E. A. Earle, Buffalo branch mgr.
F. C. West, sales mgr.
C. E. Jenkins, salesman.
M. E. Wyatt, salesman.

AURORA EQUIPMENT COMPANY
Aurora, Ill.
Space: 16½.
Seward Hotel
T. M. Dunham, pres.
Leroy F. Spangler, sales mgr.
C. F. Couve, vice-pres.
J. C. Dunham, sec.
Tuller Hotel
G. W. K. Voight, Eastern sales rep.

AUTOMOTIVE MAINTENANCE MACHINERY COMPANY
816 West Washington Blvd.
Chicago, Ill.
Space: 230-231.
Detroit-Leland Hotel
Fred G. Wacker, pres.
Victor Allen, vice-pres.
C. G. Kauhl, sales rep.
W. M. McKim, export mgr.
F. J. Keller, manufacturers' agent.
J. F. McAndrew, sales rep.
Ernest F. King, sales rep.
Harry J. Swartz, sales rep.

THE AUTOMOTIVE SPECIALTY CORP.
382-384 Jefferson St.
Brooklyn, N. Y.
Space: 338-339.
Book-Cadillac Hotel
L. E. Fogel, pres.
S. A. (Pat) Fogel, vice-pres.
A. Fogel, asst. sales mgr.
Lou Theaman, salesman.
Ben B. Stone, salesman.
J. F. Millwood, rep.
E. H. Baughman, rep.
J. A. Pelletier, rep.
William Reynolds, rep.
J. M. Spielmacher, rep.

AUTOMOTIVE THRUST BEARINGS CORP.
2021 South Michigan Ave.
Chicago, Ill.
Space: 327.
Webster Hall Hotel
Frank C. Kip, pres. and gen. mgr.

BALDWIN RUBBER COMPANY
Pontiac, Mich.
Space: 26-27-28.
Book-Cadillac Hotel
H. H. Gabelman, sales mgr., mech. div.
S. C. Clark, pres.
H. M. Pryale, sales mgr.
C. B. Myers, vice-pres. in charge of sales.

BALTIMORE PAINT AND COLOR WORKS, INC.
150 South Calverton Road,
Baltimore, Md.
Space: 4-5.
Statler Hotel
A. A. Shuger, vice-pres.
Martin A. Dewey, sales mgr.
Harry Nicholson, rep.
C. E. McCabe, rep.
Alex. Fraser, rep.
S. Hicks, rep.
Bert Cochrane, rep.
I. Cochrane, rep.

BATES WOHLERT COMPANY
Box 773.
Lansing, Mich.
Space: 341-342.
Book-Cadillac Hotel
Ralph E. Bates, partner.
Fred Wohlert, Jr., Partner.
A. P. Wagner, salesman.
R. M. Dennis, salesman.
L. G. Falck, salesman.
Statler Hotel
H. S. Almendinger, salesman.
Detroit-Leland Hotel
L. Mulder, salesman.
C. Hall, salesman.
J. L. Winters, salesman.
B. H. Dirks, salesman.
E. W. Trenam, salesman.
Andrew D. Shaw, salesman.
Fred Poss, salesman.
R. O. Smith, salesman.
G. H. Schnitzer, salesman.
F. J. Merryman, salesman.
J. S. Connell, salesman.
J. R. Baumburger, salesman.
J. B. Kennedy, salesman.
J. C. Adams, salesman.
Albert Adams, salesman.
C. Webber, salesman.

THE BATTERY EQUIPMENT AND SUPPLY COMPANY
7530 Greenwood Ave.
Chicago, Ill.
Space: 284.
Webster Hall Hotel
Ralph Bloch, pres.
Frank B. Ives, sales mgr.
Bernard Jaffe, sales rep.

BELDEN MANUFACTURING COMPANY
4647 West Van Buren St.
Chicago, Ill.
Space: 249-250.
Book-Cadillac Hotel
E. V. Blake, service mgr.
Whipple Jacobs, vice-pres.
H. W. Clough, sales mgr.
H. H. Wermine, research eng.
Knud Nielsen, mgr. foreign sales.
Hoyne Howe, salesman.
R. Koenitzer, salesman.
J. H. Lane, salesman.
W. R. Lynn, sales agent.
C. E. Moser, salesman.
L. A. Thayer, salesman.
L. E. Wood, salesman.
Shelton Wright, salesman.

BERRY BROTHERS, INC.
211 Leib St.
Detroit, Mich
Space: 298-299.
211 Leib St.
D. R. Anderson, mgr. Berryloid div.
F. L. Colby, Jr., asst. mgr. Berryloid div.
T. J. Campbell, gen. mgr.
C. L. Forgey, gen. sales mgr.
H. Muehlbeck, asst. mgr. industrial div.
A. Blanchard, sales rep.
Edward Kamp, sales rep.
T. B. Colby, mgr. marine and aviation.

BIJUR LUBRICATING CORPORATION
22-08 43d Ave.,
Long Island City, N. Y.
Space: 179.
Statler Hotel
John F. Diehl, oil sales.
S. H. Caldwell, Detroit rep.
Ted R. Bergman, natl. sales rep., oil.
Frank M. Smith, dist. sales rep., oil.
W. L. Friedlander, dist. sales rep., oil.
Lincoln Kauffmann, dist. sales rep., oil.
Charles A. Glover, dist. sales rep., oil.
A. Frank, dist. sales rep., oil.

BINKS MANUFACTURING COMPANY
3114-40 Carroll Ave.
Chicago, Ill.
Space: 449-450.
Statler Hotel
J. F. Roche, executive vice-pres.
B. R. Sausen, gen. sales mgr.
C. W. Sander, mgr. Detroit branch.

BLACK & DECKER MANUFACTURING CO.
Towson, Md.
Space: 225-226-227-228.

BLACKHAWK MANUFACTURING COMPANY
120 North Broadway,
Milwaukee, Wis.
Space: 316-317-318.
Detroiter Hotel
H. P. Brumder, pres.
E. G. Bott, vice-pres. and gen. mgr.
W. P. Ferris, sales mgr.
W B. Van Vleet, asst. sales mgr.
G. H. Goehrig, adv. mgr.
L. L. Cobb, salesman.
G. B. Cox, salesman.
W. S. Gardner, salesman.
A. L. Meredith, salesman.
D. L. Moberley, salesman.
F. M. Pierce, salesman.
G. A. Spohr, salesman.
G. A. Wilkinson, salesman.

BOND ELECTRIC CORPORATION
257 Cornelison Ave.
Jersey City, N. J.
Space: 343-344-345.
Statler Hotel
C. B. Plante, pres.
T. L. Briggs, vice-pres. & gen. sales mgr.
W. W. Stake, asst. gen. sales mgr.
J. T Kerens, sales mgr Eastern div.
C. G. McQuaide, sales mgr. Western div.
A. Hipshman, Pacific Coast sales mgr.

BONNEY FORGE AND TOOL WORKS
Tilghman and Meadow Sts.
Allentown, Pa.
Space: 306-307.
Book-Cadillac Hotel
Fred S. Durham, vice-pres. and treas.
Arthur J. Male, sec.
W. W. Wixson, dist. sales mgr.
H. D. Wixson, salesman.
R. H. Wixson, salesman.

BORG WARNER SERVICE PARTS CO.
310 S. Michigan Ave.
Chicago, Ill.
Space: 242.
Detroit-Leland Hotel
A. C. Darling, vice-pres. and gen. mgr.
B. H. Logan, mgr. Chicago branch.
W. E. Salter, mgr. Dallas branch.
H. M. Shirty, mgr. N. Y. branch.

BRANDT-WARNER MANUFACTURING COMPANY
York, Pa.
Space: 385-386.
Book-Cadillac Hotel
W. C. Bulette, pres. and gen mgr.
D. Frank Magee, sales mgr.
E. H. Hunter, salesman.

BURD PISTON RING COMPANY AND LIBERTY FOUNDRIES COMPANY
Rockford, Ill.
Space: 525-526.
Fort Shelby Hotel
F. M. White, pres.
A. A. Lundgren, vice-pres.
M. W. Persson, salesman.
R. W. Bergstrom, salesman.
K. F. Kingsley, salesman.
E. F. Eiseman, salesman.
H. Sierk, salesman.
E. H. Baughman, salesman.
G. C. Burton, salesman.
Bert Hassell, salesman.
J. C. Adams, rep.

BURGESS BATTERY COMPANY
111 West Monroe St.
Chicago, Ill.
Space: 486-487.
Headquarters Not Announced
Frank Louden, sales supervisor.
J. I. Goulding, sales rep.
E. E. Osborne, sales rep.
L. W. Auckland, sales rep.
N. H. Terwilliger, sales prom.
M. C. Badger, Chicago sales mgr.
A. C. Bowe, sales supervisor.
S. C. Henry, syndicate sales mgr.
S. O. Vuaghan, Kansas City sales mgr.
Fred Morris, Atlanta sales mgr.
E. J. Lybert, New York sales mgr.
L. R. Baker, gen. sales mgr.

BURGESS-NORTON MFG. CO.
Richard and Peyton Sts.
Geneva, Ill.
Space: 87-88-89.
Book-Cadillac Hotel
C. M. Burgess, pres.
F. E. Burgess, vice-pres.
C. F. Wohlhuter, sec.
J. J. Charter, eng.
Theodore Chapman, dir.
H. R. Kreiter, eng.
C. G. King, eng.
H. S. Smith, mgr. contract sales div.
H. F. Hodgkins, cousulting eng.

THE CARBORUNDUM COMPANY
Buffalo Ave.
Niagara Falls, N. Y.
Space: 536-A, 536-B.
Statler Hotel
W. MacGregor, gen. sales mgr.
George E. Dresser, sales mgr., hardware and automotive div.
C. J. Steuber, dist. sales mgr.
G. O. Watson, salesman.
B. Leve, salesman.
L. Doerr, salesman.
G. M. Alderman, salesman.

CARLILE & DOUGHTY, INC.
Washington and Cherry Sts.
Conshohocken, Pa.
Space: 329-330.
Statler Hotel
Leon A. Doughty, pres.
J. F. Geeney, sales mgr.
A. D. Geiger, New England rep.
R. L. McDowell, Philadelphia rep.

CASCO PRODUCTS CORPORATION
1333 Railroad Ave.
Bridgeport, Conn.
Space: 29-30.
Detroit-Leland Hotel
Joseph H. Cohen, pres. and gen. mgr.
Carl E. Vaughn, vice-pres. and sales mgr.

CHAMPION PNEUMATIC MACH. CO.
8164-70 South Chicago Ave.
Chicago, Ill.
Space: 220-221.
Statler Hotel
G. T. Rayfield, pres.
C. H Lee, sales mgr.
Elbert Wertz, dist. mgr.
Ray P. Summers, dist. mgr.
Walter McKim, export mgr.
Chester Ragland, adv mgr.

CHAMPION SOAP COMPANY, INC.
2630-32 Park Ave.
Bronx, New York city.
Space: 401.
Statler Hotel
Kenneth M. Osterndorff, pres.
James M. Nixon, sales mgr.

CHAMPION SPARK PLUG COMPANY
Upton Ave.
Toledo, O.
Space: 322-323-324.
Detroit-Leland Hotel
R. A Stranahan, pres.
M. C. Dewitt, vice-pres.
Duane Stranahan, asst. to pres.
R. H. Rowland, sales mgr.
C. L. Corwin, asst. sales mgr.
H. A. Tillinghast, dist. sales mgr.
G. A. Kraus, dist. sales mgr.
W. P. Radbone, dist. sales mgr.
E. C. McKinney, dist. sales mgr.
E. S. Hansen, dist. sales mgr.
N. G. Amrhein, sales dept.
R. H. Warriner, Canadian sales.
Mac Hoover, Canadian sales.
K. D. A. Sewell, Canadian sales.

CHICAGO RIVET AND MACHINE CO.
1830 South 54th Ave.
Cicero, Ill.
Space: 331-332.
Book-Cadillac Hotel
J. A. Morrissey, pres.
E. J. Morrissey, sec.-sales mgr.
Detroit-Leland Hotel
A. J. Dunsmore, chief eng.
G. H. Richards, eng.

THE CINCINNATI BALL CRANK CO.
Disney St., Oakley,
Cincinnati, O.
Space: 346-347-348.
Detroit-Leland Hotel
L. Kemper, pres.
J. W. Murray, dir. of sales.
L. G. Monger, dist. mgr.
C. D. Austin, dist. mgr.
W. D. Bremer, dist. mgr.
J. Challis, dist. mgr.

CLAWSON & BALS, INC.
4701 West Lake St.
Chicago, Ill.
Space: 238-239.
Book-Cadillac Hotel
John Z. Clawson, pres.
A. F. Bals, vice-pres.
R. K. Miller, vice-pres. sales.
F. J. Dvorak, sec.
M. R. Korshin, Eastern rep.
T. H. Collins, Southeastern rep.
F. T. Reuter, Western rep.
J. R. Baker, Middle West rep.
S. W. Brown, Southwestern rep.
Lew Gorgen, Northwestern rep.

CLOYES GEAR WORKS
17214 Roseland Rd., N. E.
Cleveland, O.
Space: 140.
Palmetto Hotel
R. T. Cloyes, owner.
O. T. Hillshafer, sales mgr.

COLUMBIA PROTEKTOSITE COMPANY
Carlstadt, N. J.
Space: 178.

CONTINENTAL MOTORS CORPORATION
12801 East Jefferson Ave.
Detroit, Mich.
Space: 352-353.
Statler Hotel
A. W. Ray, mgr. parts dept.
H. A. Mitchell, service mgr.
A. W. Wild, sales engr.
C. A. Armstrong, service rep.
H. W. Overman, sales rep.

CRANE PACKING COMPANY
1800 Cuyler Ave.
Chicago, Ill.
Space: 448.
Tuller Hotel
John B. Sherman, sales mgr.

CRESCENT AUTOMOTIVE CABLE COMPANY
Providence, R. I.
Space: 207.
Book-Cadillac Hotel
M. C. Sapinsley, gen. mgr.
C. D. Myer, Western sales mgr.
Nat Miller, N. E. sales mgr.

THE CUNO ENGINEERING CORPORATION
80 South Vine St.
Meriden, Conn.
Space: 304-305.
Statler Hotel
C. H. Cuno, pres.
I. I. Hance, gen. mgr.
H. Goldberg, spec. rep.

CURTIS PNEUMATIC MACHINERY COMPANY
St. Louis and Kienlen Aves.
St. Louis, Mo.
Space: 141-142-143-172-173-174.
Webster Hall Hotel
Walter C. Hecker, pres.
John D. Lodwick, sales mgr.
L. C. Blake, adv. mgr.
M. A. Brinsa, sales engr.
Harvey Osterholm, sales engr.
J. Macksey, sale sengr.
T. E. Rolf, sales engr.
I. B. Lewis, sales engr.
H. Hippenmeyer, sales engr.
R. H. Clark, sales engr.
Frank Linn, sales engr.
J. W. Goodwin, sales engr.
L. Stern, sales engr.

THE DALL MOTOR PARTS COMPANY
P. O. Station D.
Cleveland, O.
Space: 87-88-89.
Book-Cadillac Hotel
L. A. Dall, pres.
K. M. Wilmore, sec-treas.
W. M. Balliette, asst. sec.-treas.
W E. Arnold, dist. sales rep.
E. H. Britton, dist. sales rep.
S. J. Krug, dist. sales rep.
A. M. Reeves, dist. sales rep.
H. C. McDermott, dist. sales rep.
Dan McDermott, dist. sales rep.
G. D. Stader, dist. sales rep.
A. P. Roberts, export mgr.
A. M. Morgan, sales engr.
W. F. Miller, sales engr.
A. C. Blackman, Detroit warehouse mgr.

DALTON & BALCH, INC.
2333 South Michigan Ave.
Chicago, Ill.
Space: 60.
Book-Cadillac Hotel
J. H. Balch, pres.
A. H. Babin, salesman.
E. R. Monroe, salesman.
J. J. Briefer, New York rep.
H. E. Merrithew, Dallas rep.
E. J. Jeffery, Portland rep.
R. L. Allen, Atlanta rep.
F. H. Poss, San Francisco rep.
A. Shaw, Los Angeles rep.

RAY DAY PISTON CORPORATION
6656 Walton Ave.
Detroit, Mich.
Space: 308-309-310-311.
Book-Cadillac Hotel
Ray E. Day, pres.
J. C. Roper, Jr., dir. of sales.
J. M. Ready, treas.
Frank M Smith, salesman.
J. F. Burton, salesman.
S. A. Jackson, salesman.
A. C. Rule, salesman.
H. L. Strasburger, salesman.

THE DE LUXE PRODUCTS CORPORATION
Lake Street.
La Porte, Ind.
Space: 116.
Book-Cadillac Hotel
H. A. Lightner, pres.
L. B. Boyd, vice-pres. and gen. mgr.

(Continued on Page 8)

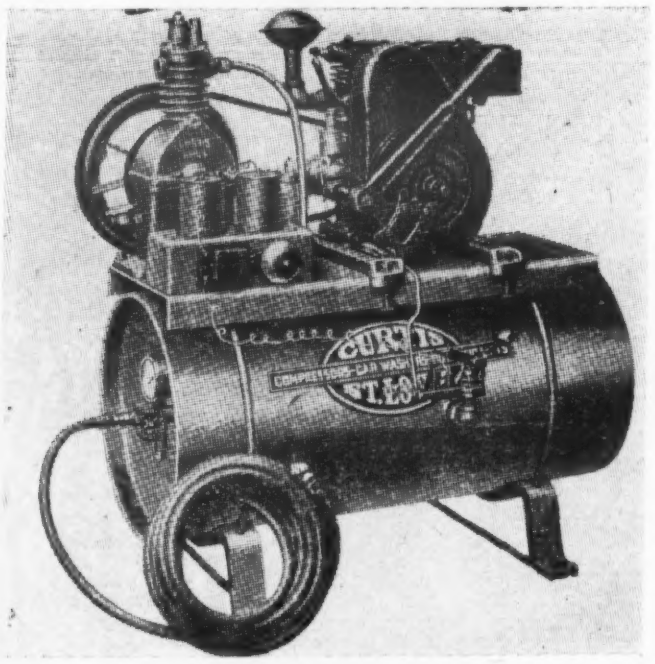
Detroit Hotel Directory

SAVING THIS DIRECTORY WILL SAVE YOU TIME

BOOK-CADILLAC	CA dillac 8000
DEARBORN	OR egon 2500
DETROIT ATHLETIC CLUB	CH erry 9200
DETROIT-LELAND	RA ndolph 2300
FORDSON	OR egon 9852
FORT SHELBY	CH erry 7100
FRONTENAC	RA ndolph 1015
STE. CLAIRE	CH erry 0660
SAVARINE	LE nox 3580
STATLER	CH erry 4960
WEBSTER HALL	CO lumbia 0100
WARDELL	MA dison 9500
WHITTIER	LE nox 3700
NEW WHITTIER	LE nox 9000

Products You Will See at Joint Trade Show

Curtis Pneumatic Machinery

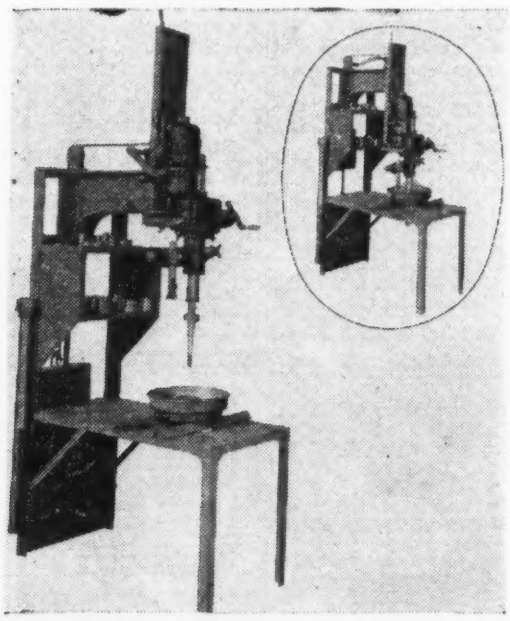


Curtis Pneumatic Machinery Company, St. Louis, Mo., is exhibiting its new gasoline engine driven air compressor units designed for use in fields where electric current is not available or for portable service where current cannot be conveniently obtained.

The unit is approximately the same capacity as the ¼ h. p. motor driven unit. It has a 17 gallon storage tank without auomatic cutout when maximum pressure is attained, and a low pressure alarm which calls attention of the attendant when the minimum pressure is reached. The compressor has a manual unloader so that the engine can be readily started against no pressure.

Specifications: The Curtis V-I-CG outfit includes No. 1—1¾x2 inch Model B compressor, controlled-splash oiling, die-cast white metal bearings and hand unloader, ½ h. p. engine, hand starter, automatic stopping device, low pressure alarm, "V" belt drive, pressed steel base, 14x30 inch tank; complete with drain cock, pop valve, air gauge, outlet cock, 20 feet of hose and tire chuck, batteries, electric bell and connection, piping between compressor and tank with disc type check valve, all mounted on pressed steel bunks, braced with steel tie rods. Bolt holes for bolting to floor. Compressor speed, 500 r. p. m.; displacement per minute, 1.2 cu. ft.; maximum pressure, 150 lbs.; time to fill tank from 0 to 150 lbs., 17.6 minutes; domestic shipping weight, 230 lbs.; net weight, 205 lbs.; export gross weight, 370 lbs.; cubical contents, 16 cu. ft.

Stiles-Medart Company



The Stiles-Medart Company, St. Louis, Mo., is showing a new item at the Joint Show in the shape of a lathe bench, with automatic control for the Stiles portable brake drum lathe. This bench automatically controls the upward movement of the lathe in operation, speeding up the work.

It is claimed to overcome the mechanic's objection to heavy lifting and still retains for the lathe all portable advantages, as the lathe can be removed from the bench whenever desired.

Planer type slide carrying lathe, in addition to the counter-balanced weight control, can be raised or lowered by use of the crank and locked in either position, as desired.

The lathe is mounted in a convenient position for making necessary adjustments and all controls are directly in front of the operator.

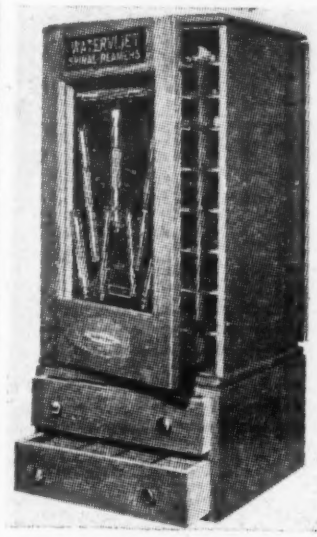
The shelves, brackets and hangers designed especially for additional equipment, including cones, sleeves, tools, etc., are conveniently placed.

WARNER-PATTERSON

The Warner-Patterson Company will at Detroit exhibit for the first time, and in fact will announce its new product, in addition to exhibiting the regular line, Warner liquid solder, Warner radiator cleaner, Warner penetreen, Warner penetreen valve lubricator and autotop roofing.

Warnerize is the compound, described some time since in Automotive Daily News, which is claimed to reseat valves with the motor running, and without the time and expense of regrinding, by applying a liquid now available for the purpose, a treatment so simple that any car owner can do the work himself in a few minutes. The actual reseating takes place while the engine is operating, as shown by tests with a compressograph on motors before and after treatment. The fluid is claimed both to balance the motor and increase the compression, which results in increased power, more smoothness and a faster pick-up.

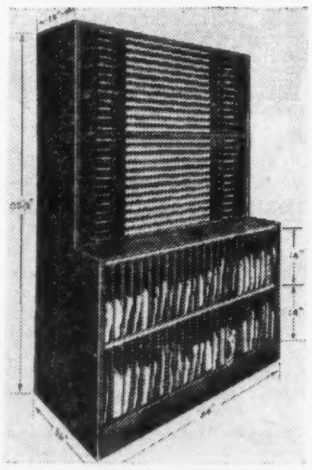
WATERVLIET TOOL



The Watervliet Tool Company has on exhibit at its show booth, special reamers for use on the V-8 Ford.

Other items in the exhibit being shown for the first time are as follows: Special spindle body bushing reamer No. 18-3109P, special spiral expanding piston pin reamer with floating pilot No. 18-6135FPE, special reamers for the 1932 Chevrolet truck, special spiral solid reamer with pilot for spindle body bushing, reamer No. 921P. Another interesting item in the exhibit is a special set of reamers for the supply shop. This is a complete set of tools for equipping door hinges with .010 oversize pins. Through the use of these tools the old hinge pins may be removed and new oversize pins be installed with the purpose of eliminating noise. The company also is showing a display cabinet for its reamers.

AURORA EQUIPMENT

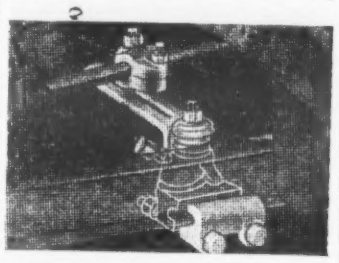


Aurora Equipment Company, Aurora, Ill., is exhibiting its new cylinder head gasket cabinet, No. 959. Cork paper and felt gaskets are stored in the lower part of the cabinet and small metal gaskets in the upper part.

The units may be had in sections, the top part priced $77.50; the lower part $100, or the complete cabinet $177.50. Draws in the upper section are 42 inches wide, 18½ inches deep and 2 inches high. The lower half is divided into vertical pigeon hole slots 14 inches high and 36 inches deep.

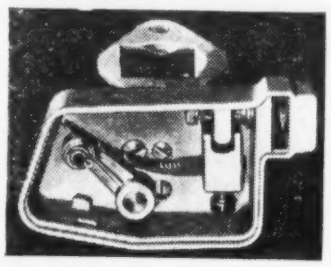
HOOF PRODUCTS

Hoof Products Company, Chicago, Ill., is showing two lines, the Hoof Governor and the Hoof Steering



Stabilizer. The governors are equipped with key control which permits accurate adjustments and interchangeability of governors.

The lock prevents tampering. The



governor has only one moving part, the butterfly shaft moves in two self lubricated bearings. The roller end of the arm contracts the cantilever string which resists the forces of the intake manifold. The Hoof steering stabilizer is said to eliminate shimmy, wabble, wheel fight and hold car in a straight steering position. It attaches to the front axle and is easily installed.

TITEFLEX CO.

The Titeflex Metal Hose Company, Newark, N. J., is showing a brand new item in its all-metal bendable pipe.

This product is described as being constructed from a heavy metal strip. The edges of the strip are fully interlocked, producing a series of sliding joints which function to make the pipe bendable. These joints in turn are made pressure-tight for exhaust gases with a special metal wire packing, thus producing a bendable pipe of all-metal construction.

Tite flex bendable pipe, with its all-metal construction, including the packing used in the full interlocked joint, is inherently tight for carrying exhaust gases. When properly installed the Titeflex pipe is permanently tight and should last as long as the equipment on which it is used, it is claimed.

Save This

NEW YORK SHOW ISSUES
January 7-9-10-11-12-13

Six Issues at Each Show

Total distribution for each show week.... 165,000

ALL TRADE

		Total for week
3,000	Daily at hotels, show booths, dealer meetings, conventions, etc.	18,000
4,000	Daily to truck fleet owners. Machol list rotated during the week	24,000
5,000	Additional vehicle dealers not among net paid subscribers	30,000
4,000	Selected service stations	24,000
500	Jobbers of accessories, parts, shop equipment	3,000
1,000	Engineers, production men, etc., not regular subscribers	6,000
10,000	Regular daily distribution, including net paid A. B. C.	60,000
	Total for each show week	165,000
	Average daily distribution	27,500

CHICAGO SHOW ISSUES
January 28-30-31—February 1-2-3

WHEN your advertising appears in the show issues of Automotive Daily News it will be carried to the trade in the quickest time and, because of the visibility of all advertising copy, your ads will be seen. Apart from the number of copies to be distrbuted and the fact that the rates are no higher, there are other reasons why you should use these show issues. Here are some of them: High reader interest. Visibility of all advertising copy. Any frequency desired. Multiple readership (average over six readers per copy). Large size page. Economy. Less than page space can be seen, hence more insertions for same expenditure.

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Men You Will Meet at the Joint Trade Show

Complete Directory of Parts and Accessory and Shop Equipment Company Representatives, Their Hotel Headquarters and Their Permanent Addresses

EXHIBITORS AND THEIR REPRESENTATIVES

Manufacturers

(Continued from Page 6)

C. N. Bentley, sales mgr.
E. E. Crowe, dist. sales mgr.
W. J. Pollay, dist. sales mgr.

THE DE VILBISS COMPANY
300 Phillips Ave.
Toledo, O.
Space: 354-355-356-357.

Statler Hotel

A. D. Gutchess, pres.
F. A. Bailey, vice-pres. and gen. mgr.
W. F. Gradolph, gen. sales mgr.
W. W. Conklin, sec.-treas.
W. J. Pitt, legislative.
R. A. Guyer, sales mgr.
G. C. Gardner, sales prom.
T. H. Deardorff, rep. member to M.E.M.A.
E. F. Frey, dist. sup.
R. G. Peterson, dist. sup.
G. C. Kunstman, dist. sup.
W. C. Spruce, rep.
M. H. Brumble, rep.
E. M. Hess, rep.
H. M. Wertz, rep.
G. H. Buzzard, eng.
H. C. Lambert, eng.
H. C. Cunningham, Detroit branch.
H. N. Hansen, Detroit branch.
C. H. Warmington, Detroit branch.
F. R. Wells, export mgr.
J. M. Ehni, export dept.
F. L. Munson, Windsor factory.
G. Jacquemain, Windsor factory.
H. B. Gibson, Windsor factory.
H. W. Fairbrother, Windsor factory.
C. R. Fredrick, office mgr.
C. C. Bergmann, supt.
G. L. Cunningham, supt.
E. J. Albright, supt.
H. P. De Vilbiss, supt.

DITZLER COLOR COMPANY
8000 West Chicago Boulevard.
Detroit, Mich.
Space: 73-74.

8000 West Chicago Boulevard

E. R. Hoag, pres.
N. A. Fleming, sales mgr.
W. J. Cosgrove, salesman.

Book-Cadillac Hotel

O. W. Carman, salesman.
M. H. Taylor, salesman.
C. E. MacKim, salesman.
C. C. Ridgeway, salesman.

Statler Hotel

E. A. Cook, salesman.
R. R. Saxon, salesman.
G. Sanders, salesman.
E. G. Cox, salesman.

DOVER STAMPING AND MANUFACTURING COMPANY
385 Putnam Ave.
Cambridge, Mass.
Space: 381-382.

Statler Hotel

Carleton S. Whitney, pres.
Louis S. Cleaves, vice-pres. and gen. sales mgr.
Paul Bierly, salesman.
Roy Folbe, salesman.
H. A. Enift, salesman.

Book-Cadillac Hotel

McEvan Cluny.

E. I. DU PONT DE NEMOURS & CO.
Du Pont Building.
Wilmington, Del.
Space: 144-145-146.

Statler Hotel

G. W. Sherin, sales mgr.
H. R. La Towsky, asst. sales mgr.
S. A. Fryett, district sales supt.
W. O. McGuigan, dist. sales supt.
R. A. Davis, dist. sales supt.
J. M. Bentley, dist. sales supt.
W. P. Howard, dist. sales supt.
L. J. Webster, dist. sales supt.

DURO METAL PRODUCTS COMPANY
2649 North Kildare Ave.
Chicago, Ill.
Space: 451-452-453.

Detroit-Leland Hotel

W. H. Odlum, pres.
N. F. McNaught, vice-pres.
W. R. Hosford, sales mgr.
W. J. Thiessen, export mgr.
E. Sladek, prod. mgr.
L. Mathews, demonstrator.

ECLIPSE MACHINE COMPANY
Elmira, N. Y.

Statler Hotel

Space: 276-277.
J. C. Ferguson, pres.
M. P. Ferguson, engr.
H. C. Bush sales mgr.
D. S. Coughlin, sales rep.

E. EDELMANN & CO.
2332 Logan Blvd.
Chicago, Ill.
Space: 320-321.

Book-Cadillac Hotel

L. Edelmann, pres.
P. A. Wray, gen. mgr.
M. Levit, sales rep.
W. F. Martin, sales rep.
Roy C. Sheeler, sales rep.
M. Bergman, sales rep.

ELGIN MACHINE WORKS
Elgin, Ill.
Space: 247.

ELITE MANUFACTURING COMPANY
Ohio Street.
Ashland, O.
Space: 148-149-150.

Statler Hotel

J. W. Fribley, sales mgr.
A. G. Dumbauld, salesman.

EMSCO ASBESTOS COMPANY
206 S. Crawford St.
Downey, Cal.
Space: 348.

EVANS FLEXIBLE REAMER CORP.
3513 N. Lincoln Ave.
Chicago, Ill.
Space: 340.

THE FAFNIR BEARING COMPANY
New Britain, Conn.
Space: 325-326.

Book-Cadillac Hotel

A. G. Way, treas.
C. F. Stanley, vice-pres.
S. M. Cooper, sec.
S. M. Prior, mgr. distributors' sales.
R. M. Page, salesman.
G. W. Tompkins.

FEDERAL-MOGUL CORPORATION
Shoemaker and Lillibridge Sts.
Detroit, Mich.
Space: 189-190-191.

Book-Cadillac Hotel

D. W. Rodger, vice-pres. & dir. of sales.
Frank Kellison, service sales mgr.
J. F. O'Doherty, sales engr.
W. R. Waddell, mgr. of service.
L. C. Blomstrom, chief engr.
G. S. Peppiatt, comptroller.
H. Ross Mack, adv. mgr.
S. R. Leeson, mgr. Dallas plant.
L. R. Watkins, mgr. Hartford plant.
E. B. Rhodes, mgr. Pittsburgh plant
A. T. McDonald, mgr. San Francisco plant.
E. C. La Londe, mgr. Toronto plant.
H. P. Riley, mgr. Wichita plant.
G. H. Oburn, mgr. Indianapolis plant.
Harry Gee, mgr. Atlanta branch.
Daniel Heil, mgr. Syracuse plant.
G. D. Branaman, mgr. Philadelphia plant.
H. C. Skinner, mgr. Chicago plant.
A. Launstein, service dept.
F. E. Halloran, service dept.
E. A. Watkins, gen. rebabbitting dept., Wichita.
R. E. Tanner, service credit dept.
Ralph Hutinger, salesman, Kansas City.
J. C. Young, salesman, Hartford.
Don Switzer, salesman, San Francisco.
George Pugh, salesman.
J. G. Southworth, salesman, Chicago.
V. J. Baylis, salesman.
A. R. Tichenor, New York branch.
C. D. Funk, salesman, Indianapolis.

FERODO AND ASBESTOS, INC.
New Brunswick, N. J.
Space: 54.

Book-Cadillac Hotel

L. T. McAuliffe, rep.
W. C. Dodge, Jr., vice-pres.
E. J. Pope, rep.
D. D. White, rep.

Statler Hotel

J. H. Watrous, sales mgr.

FELT PRODUCTS MANUFACTURING COMPANY
1508 Carroll Ave.
Chicago, Ill.
Space: 222-223.

Book-Cadillac Hotel

A. Mecklenburger, pres.
C. M. Peterson, mgr. replacement parts division.
T. F. Noonan, field mgr.
A. Luebeck, sales rep.
M. Bogdanor, sales rep.
H. S. Borst, sales rep.

J. A. FISCHER COMPANY, INC.
393 7th Ave., New York city.
Space: 375.

Book-Cadillac Hotel

J. A. Fischer.
Space: 375.
Nat E. Golden.
Irvin R. Esptan.
Albert C. Greene.
Jack Sukon.

Statler Hotel

Ben J. Krupnick.
Martin O. Krupnick.
J. J. McElroy.
Henry Staub.
Theodore C. Strauss.

THE FITZGERALD MANUFACTURING CO.
Torrington, Conn.
Space: 200-201-202.

Book-Cadillac Hotel

P. J. Fitzgerald, pres.
B. G. Peck, sales mgr.
J. P. Burnell, credit mgr.
O. F. Canfield, gasket sales exec.
F. W. Moore, salesman.
H. L. Roeger.
C. L. Broich, salesman.
L. S. Kinkade, salesman.
A. J. Cammann, salesman.
E. F. Ware, salesman.
F. H. Carruthers, salesman.
J. H. Blinn, salesman.

W. D. FOREMAN
5353 State St.
Chicago, Ill.
Space: 61-62.

Book-Cadillac Hotel

W. D. Foreman, owner.
D. Rosenbach, sales mgr.
E. J. Richards, factory mgr.
M. R. Schrepferman, credit mgr.
J. J. Briefer, New York mgr.
E. J. Haney, Kansas City mgr.
A. N. Rust, Minneapolis mgr.
H. H. Canada, dist. rep.
R. E. Price, dist. rep.
A. A. Ways, dist. rep.
M. R. McPhail, dist. rep.
Walter O'Hara, foreign rep.

THE FOSTORIA PRESSED STEEL CORP.
Fostoria, O.
Space: 56-57.

Book-Cadillac Hotel

C. D. Pifer, gen. mgr.
R. J. Carter, sec.-treas.
Lawson Henry, sales mgr.
R. L. Hill, asst. treas.

FRENCH BATTERY COMPANY
2317 Winnebago St.
Madison, Wis.
Space: 44.

Statler Hotel

Irving K. Fearn, gen. sales mgr.
R. J. Williams, gen. sales dept.
W. A. Brannon, gen. sales dept.
Clay Anderson, gen. sales dept.
F. J. Coleman, dist. rep.
E. A. Hallin, dist. rep.

THE FULTON COMPANY
1912 South 82d St.
Milwaukee, Wis.
Space: 389.

Barium Hotel

S. A. Fulton, pres.
F. P. Fulton, vice-pres.
C. J. Dalrymple, salesman.
W. C. Holmes, salesman.
J. E. Murph, salesman.
P. E. Darnham, salesman.
Norman Cowan, salesman.
Roy Sheen, salesman.

GATES RUBBER COMPANY
999 South Broadway.
Denver, Col.

Statler Hotel

J. H. Crary, sales mgr., Tire Division, Denver.
G. W. Liljestrom, sales mgr., Accessories Division.
Walter Caskie, field research, Richmond, Va.
G. A. Leonard, field sales mgr., Denver.
F. J. Cavender, zone manager, Detroit.
C. E. Turnbull, zone manager, Detroit.
R. L. Jones, zone manager, Philadelphia.
O. F. Gadde, district mgr., Detroit.
A. L. Gaddis, tire division, special rept., Dayton.
J. E. Jones, tire division, special rep., zone mgr., Chicago.

THE GARLOCK PACKING COMPANY
Palmyra, N. Y.
Space: 364-365.

Book-Cadillac Hotel

G. L. Abbott, pres.
Ford Wilders, auto. products div.
Phil Arnold, vice-pres.
C. B. Tyler, service dept.
R. W. Perkins, dist. sales mgr.
G. W. Mack, sales rep.

GATKE CORPORATION
228 North La Salle St.
Chicago, Ill.
Space: 131-132.

Book-Cadillac Hotel

Thomas L. Gatke, pres.
C. S. Rogers, sales mgr.
F. E. Grimley, salesman.
A. J. McLean, salesman.
R. M. Burwell, salesman.
Dan Scarborough, salesman.
H. W. Reichman, salesman.
R. L. Moffett, salesman.

GENERAL ELECTRIC COMPANY, Merchandise Department
Bridgeport, Conn.
Space: 110-111-112-113.

Statler Hotel

K. W. Nelson, mgr. auto. prod. sales.
S. L. Brown, dist. rep.

GENERAL ELECTRIC COMPANY Incandescent Lamp Department
Nela Park.
Cleveland, O.
Space: See above.

Statler Hotel

E. A. Anderson, Michigan div., Detroit.
N. H. Boynton, Nela Park.
C. O. Brandel, Nela Park.
W. M. Johnson, Nela Park.
P. D. Parker, Nela Park.
Frank Pollard, Nela Park.
E. E. Potter, Nela Park.

L. H. GILMER COMPANY
Keystone and Cottman Sts.
Philadelphia, Pa.
Space: 10-11.

Statler Hotel

John S. Krauss, pres.
C. H. Bridenbaugh, treas.
C. H. Bauer, gen. sales mgr.
R. E. S. Geare, chief engr.
H. Weihenmayer, sales prom.
G. H. Davidson, dist. mgr.
S. Lukens, dist. mgr.
D. J. Hartnett, dist. mgr.
E. P. Mitchell, dist. mgr.
E. W. Bernhard, mgr. Detroit office.

GOULD STORAGE BATTERY CORPORATION
35 Neoga St.
Depew, N. Y.
Space: 281-282-283.

Fort Shelby Hotel

W. H. Seymour.
J. L. Rupp.
E. T. Patton.
J. C. Sykora.
C. E. Smith.
Roy Lingenfelter.
E. J. Farrell.
Joe. Koch.
H. S. Cornell.
H. M. Burchard.
F. A. Sanborn.
S. E. Gane.
S. D. Goodall.
E. J. Heger.
J. G. Schaefer.
Burt Blakely.

GLOBE MACHINERY AND SUPPLY COMPANY
205 Court Ave.
Des Moines, Ia.
Space: 165.

Headquarters Not Announced

F. S. Harshbarger, vice-pres.
F. W. Swanson, pres. and gen. mgr.
Frank R. Johnston, sales prom. mgr.
C. J. Bristol, chief engr.
H. A. Bruner, sec.-treas.
F. W. Swanson, Jr., Eastern office mgr.
Irving Wagner, sales agent.
Harry D. Smith, sales agent.
L. M. Kelly, sales agent.
E. W. Bartram, sales agent.
D. G. Caywood, sales agent.
W. J. Doody, sales agent.
P. H. Ebeling, sales agent.
G. W. Gille, sales agent.
Gordon Johnston, sales agent.
B. H. Kaple, sales agent.
R. E. McConnell, sales agent.
W. A. Mosher, sales agent.
C. H. Obrock, sales agent.
R. B. Rice, sales agent.
R. W. Sheplee, sales agent.
G. Tabaus, sales agent.
E. J. Zonker, sales agent.

GLOBE-UNION MANUFACTURING COMPANY
900 E. Keefe Ave.
Milwaukee, Wis.
Space: 206.

Book-Cadillac and Statler Hotels

H. H. Frey, vice-pres.
H. A. Ruhnke, asst. sales mgr.
C. O. Wanvig, pres.
J. M. Arndt, Detroit rep.
R. F. Smith.

GUARANTEED PARTS COMPANY, INC.
250 West 54th St.
New York, N. Y.
Space: 534-535-536.

Book-Cadillac Hotel

A. S. Hecht, pres.
J. J. Braude, sales mgr.
F. DeSousa, export mgr.
M. Hecht, salesman.
A. O. Moss, salesman.
L. H. Craig, salesman.
H. Sierk, salesman.
H. Garrett, salesman.
R. G. Symms, salesman.
J. Durham, salesman.
F. J. Merryman, salesman.
M. Shapiro, salesman.
L. E. Moore, salesman.
W. C. McCabe, salesman.
A. G. Sylvester, salesman.

THE HALL MANUFACTURING COMPANY
1600 Woodland Ave.
Toledo, O.
Space: 45-46.

Detroit-Leland Hotel

E. A. Hall, pres.
G. A. Powers, sec.
R. P. Hall, vice-pres.
M. T. Obee, sales mgr.
W. A. Smith, salesman.
L. B. Fitzgerald, salesman.
F. J. Marston, salesman.
C. L. Seacord, salesman.

HALSTEAD OIL COMPANY, INC.
1405-8 Union Central Bldg.
Cincinnati, O.
Space: 269.

Webster Hall Hotel

R. T. Ford, sales rep.
W. J. O'Neil, sales rep.

HARDIE MFG. COMPANY
Hudson, Mich.
Space: 393.

Fort Wayne Hotel

E. B. Stilson, sales mgr.
J. R. Tranter, director of sales.
B. M. Asch, Eastern sales mgr.

HASTINGS MFG. COMPANY
Hastings, Mich.
Space: 213-214.

Statler Hotel

O. W. Dolan, sec.
Harry Seitz, field sales mgr.
F. M. Edrington, salesman.
Walter H. Grebe, factory rep.
W. O. Harrington, salesman.
W. R. Lich, salesman.
S. S. McCracken, salesman.
W. A. Nash, salesman.
Fred H. Poss, factory rep.
C. L. Wagoner, salesman.

THE HEINN COMPANY
326 West Florida St.,
Milwaukee, Wis.
Space: 361.

325 Insurance Exchange Building

C. A. Stevensen, sales mgr.
P. D. BeGole, salesman.
Hiram Hascall, salesman.

HEMPY-COOPER MANUFACTURING CO.
418 Archibald St.
Kansas City, Mo.
Space: 485.

JOHN C. HOFF COMPANY
162 N. Franklin St.,
Chicago, Ill.
Space: 103.

Statler Hotel

J. C. Hoof, pres.
A. C. Hoof, vice-pres.
H. C. Kepner, sales mgr.
A. M. Sucksdorf, salesman.
A. J. Taylor, salesman.

THE IMPERIAL BRASS MFG. COMPANY
1200 West Harrison St.,
Chicago, Ill.
Space: 151-152-153.

Statler Hotel

W. A. Leonard, vice-pres.
W. J. Hartmann, rep.
T. A. Byrnes, rep.
C. H. Benson, adv. mgr.
A. E. Hallstrom, mfg. oxy. div.
Willard Leonard, mfg. auto. div.

INGERSOLL-RAND COMPANY
11 Broadway
New York, N. Y.
Space: 442-443.

JADSON MOTOR PRODUCTS CO.,
8354 Wilcox Ave.,
Bell, Cal.
Space: 383.

Book-Cadillac Hotel

E. M. Smith, director.
C. A. Gilbert, Eastern district mgr.
J. L. Gato, sales rep.
Harry Hartz, sales rep.

JAMBOR TOOL STAMPING COMPANY
3057 North 30th St.
Milwaukee, Wis.
Space: 280.

Webster Hall Hotel

Harry E. Pressinger, sec.
Leroy H. Brown, dir. of sales.

JOHNS-MANVILLE CORP.
292 Madison Ave.
New York city.
Space: 21-22.

Fort Shelby Hotel

John T. Spicer, gen. sales mgr.
P. B. Geitz, supervisor.
W. T. Trull, supervisor.
M. K. Cummings, supervisor.

(Continued on Page 9)

PROGRAM FOR M. E. M. A. AT DETROIT

SCHEDULE OF M. E. M. A. MEETINGS
HOTEL STATLER, DETROIT

December 3, Saturday

10 A. M.—First meeting, board of directors, Parlor B.

December 4, Sunday

2 P. M.—First meeting, board of directors (concluded), Parlor B.

December 5, Monday

10 A. M.—Credit Department Committee, Parlor A.
10 A. M.—Chemical Manufacturers Group Committee, Parlor B.
10 A. M.—Membership Committee, Parlor C.
8 P. M.—Chemical Manufacturers Group (members' meeting), Parlor A.
8 P. M.—Advertising Managers Conference (all advertising managers are urged to attend), Parlor C.

December 6, Tuesday

10 A. M.—Committee on Legislation, Parlor A.
10 A. M.—Shop Equipment Associates Committee, Parlor B.
10 A. M.—Wholesalers Relations Committee, Parlor C.
8 P. M.—Shop Equipment Associates (members meeting), Parlor C.

December 7, Wednesday

9.30 A. M.—First session, annual members' meeting, Large Banquet Hall.

December 8, Thursday

10 A. M.—Second meeting, board of directors, Parlor B.
8 P. M.—Sales Managers Conference (all sales managers are urged to attend), Large Banquet Hall.

December 9, Friday

9.30 A. M.—Second session, annual members' meeting, Large Banquet Hall.

The N. S. P. A. will hold a special meeting planned for the benefit of jobber salesmen on December 6, Tuesday evening, at the Book-Cadillac Hotel, at 8 p. m. All members of M. E. M. A. are cordially invited to attend.

The M. E. W. A. will hold a meeting on December 6, Tuesday, at 8 p. m. in the Statler Hotel to explain its 14-point program. All members of the M. E. M. A. are cordially invited to attend.

MEMBERS' ANNUAL CONVENTION PROGRAM
First Session, Wednesday, December 7, 1932, 9. 30 a.m., Large Banquet Hall, Hotel Statler, Detroit

Presiding—President G. L. Brunner.

1. Call to order.
2. Roll call.
3. Minutes of last meeting.
4. President's report.
5. General manager's report.
6. Committee reports.
   a—Credit Department Committee, by M. A. Moynihan.
   b—Dual Service Tools Committee, by C. P. Brewster.
   c—Dual Shop Equipment Committee, by C. F. Hodgson.
   d—Dual Co-operative Clinic Committee, by C. C. Secrist.
   e—Chemical Manufacturers Group Committee, by C. E. Anderson.
   f—Wholesalers Relations Committee, by N. H. Boynton.
   g—Committee on Legislation, by David Beecroft.
   h—Membership Committee, by F. G. Wacker.
7. Election of new directors.
8. Announcements.
9. Adjournment until 9.30 a. m., Friday, December 9, 1932.

Second Session, Friday, December 9, 1932, 9.30 a. m., Large Banquet Hall, Hotel Statler, Detroit

Presiding—President G. L. Brunner

1. Call to order.
2. Unfinished business:
   a—Policy for returned merchandise (General Bulletin No. 32 of June 17, 1932).
   b—Impositious requirements on some jobber order forms (General Bulletins Nos. 48 of August 16, 1932, and 54 of September 7, 1932).
   c—The co-operative advertising nuisance (General Bulletins Nos. 59 of September 28, 1932, and 64 of October 7, 1932).
   d—Jobbers' catalogues and the expense they create for manufacturers (General Bulletin No. 65 of October 11, 1932).
3. New business:
   a—Announcements.
   b—Introduction of new officers.
4. Closing remarks by the president.
5. Adjournment.

Men You Will Meet at the Joint Trade Show

Complete Directory of Parts and Accessory and Shop Equipment Company Representatives, Their Hotel Headquarters and Their Permanent Addresses

EXHIBITORS AND THEIR REPRESENTATIVES

Manufacturers

(Continued from Page 8)

K-D MANUFACTURING COMPANY
Plum Street.
Lancaster, Pa.
Space: 270-271-272.
Statler Hotel
Martin C. Dellinger, partner.
Clyde B. Brewster, sales mgr.
J. L. Brockenbrough, Jr., rep.
W. C. Brunson, rep.
S. A. Cook, rep.
L. C. Flaherty, rep.
L. W. Kilpatrick, rep.
C. F. MacLennan, rep.
E. Shapiro, rep.
L. C. Shriver, rep.
M. H. Swanman, rep.
F. Van Blaroom, rep.
L. J. Ziesel, rep.

KANT-RUST PRODUCTS CORP.
613 St. George Ave.
Rahway, N. J.
Space: 253.
Book-Cadillac Hotel
W. F. Veech, pres.
P. A. Fischer, salesman.
J. J. O'Hara, salesman.
E. B. Hatch, salesman.

KEASBEY & MATTISON COMPANY.
Ambler, Pa
Space: 360.
Book-Cadillac Hotel
H. N. Sheble, mgr. automotive div.
P. S. DeVilbiss, Eastern zone mgr.
S. W. Harvey, central zone salesman.
G. C. Schaible, central zone mgr.
E. T. Olson, Western zone mgr.

KELLOGG MANUFACTURING COMPANY
97 Humboldt St.
Rochester, N. Y.
Space: 430-431.
Fort Wayne Hotel
J. F. Weller, pres.
J. D. Boucher, vice-pres.
H. A. Mason, chief engr.
C. A. Clark, dist. mgr.
J. E. Woodruff, dist mgr.

KEM MFG. COMPANY, INC.
601 West 26th St.,
New York, N. Y.
Space: 287-288.
Book-Cadillac Hotel
J. D. Brown, pres. and gen. mgr.
L. D. Brown, sec. and Southern sales mgr.
H. E. Lurie, Eastern sales mgr.

KEYSTONE REAMER & TOOL CO.
Millersburg, Pa.
Space: 19-20.
Detroit-Leland Hotel
T. F. Bradenbaugh, pres.
H. G. Woomer, chief engineer.
J. A. Murray, salesman.
H. M. Roper, salesman.
Edward Britton, salesman.
W. B. Bradenbaugh, sales mgr.

THE KING QUALITY PRODUCTS CO.
2320 Cooper St.,
St. Louis, Mo.
Space: 390-391.
Book-Cadillac Hotel
Burt G. Close, vice-pres. and gen. sales mgr.
Ray F. Crom, vice-pres.
S. P. Addy, district sales mgr.
J. G. Crowe, district sales mgr.
J. H. Mehle, district sales mgr.
C. W. Monahan, district sales mgr.
R. R. Talbott, district sales mgr.

LEMPCO PRODUCTS, INC.,
Bedford, O.
Space: 208-209-210-211.
Book-Cadillac Hotel
James F. Strand, pres.
John Y. Blazek, vice-pres.
Frank L. Wolff, sales mgr.
Russel Anderson, engineer.
George Barsa, salesman.
E. C. Oldham, district sales mgr.
Joe M. Grace, district sales mgr.
Sam Samuels, district sales mgr.
Dan Zelesnick, district sales mgr.
Roy Cantell, district sales mgr.
Bert Walker, district sales mgr.
Herbert Sierk, district sales mgr.

LINK-BELT COMPANY
Indianapolis, Ind.
Space: 79-80.
Book-Cadillac Hotel
J. S. Watson, vice-pres.
Harry Reisser, sales mgr. automotive replacement div.
E. J. Voit, Eastern rep.
Harry Reisser, mgr. replacement timing chain dist.

THE LOGAN GEAR COMPANY
Westwood Ave.,
Toledo, O.
Space: 257-258.
Detroit-Leland Hotel
Frank B. Chester, sales mgr.
J. B. Nordholt, pres.
I. W. Sprink, chief eng.
J. R. Siffert, spec. salesman.
William Borghoff, interpreter.

M-R-C BEARINGS SERVICE CO.
402 Chandler St.
Jamestown, N. Y.
Space: 248-273.
Book-Cadillac Hotel
J. H. Thorsell, supt. of distributors.
R. J. Cosgrove, Detroit branch mgr.
C. E. Baker, Chicago branch mgr.
A. A McGowen, adv. mgr.

M'ALEER MANUFACTURING COMPANY
7401 Lyndon Ave.
Detroit, Mich.
Space: 95-96-97.
7401 Lyndon Ave.
C. H. McAleer, pres.
R. M. Buckingham, vice-pres.
V. J. Snively, director of sales.
E. D. McAleer, sales dept.
G. Mousette, sales dept.
E. Hummitch, sales dept.
A. Maxwell, purchasing agent.
A. H. Regener, credit mgr.
J. R. Anstey, accountant.
P. A. Patterson, chief chemist.
M. Germain, chemist.
R A. Young, aviation dept.
M. S. Charlton, adv. counsel.
Statler Hotel
A. F. Cannon, dist. sales mgr.
E. E. Arnold, dist. sales mgr.
Detroit-Leland Hotel
A. G. Neubauer.

M'CORD RADIATOR & MAFG. CO.
3587 E. Grand Blvd.
Detroit, Mich.
Space: 158-159-160-161.

M'QUAY-NORRIS MANUFACTURING CO.
2320 Cooper St.
St. Louis, Mo.
Space: 235-236-237.
Book-Cadillac Hotel
W. K. Morris, pres.
L. A. Safford, vice-pres.
A. G. Drefs, vice-pres. and treas.
A. J. Mummert, chief eng.
H. W. Knapp, director of sales.
C. C. Tapscott, adv. mgr.
H. C. Coleman, dist. sales mgr.
C. R. Wippern, dist. sales mgr.
R. G. Torrance, dist. sales mgr.
G. D. Hon, dist. sales mgr.
E. G. Norris, dist. sales mgr.
Morrill Palmer, dist. sales mgr.
N. A. Hardie, mgr. Canadian plant.
W. D. Blood, mgr. export dept.

THE MACHINED PARTS CORPORATION
3950 Michigan Ave.
Detroit, Mich.
Space: 388.
Fort Shelby Hotel
C. E. Larson, pres.
R. D. Warden, sec.
M. Moats, sales rep.
G. Carter, sales rep.
L. G. Knowles, sales rep.
Armin Leich, sales rep.
B. M. Vaughn, sales rep.

MAREMONT MANUFACTURING CO.
1625 South Ashland Ave.
Chicago, Ill.
Space: 32-33.
Book-Cadillac Hotel
H. E. Wolfson, sales mgr.
M. D. Maremont, pres.
E. J. Berdan, sales rep.
R. A. Lambert, sales rep.
J. W. Hood, sales rep.
M. A. Kale, sales rep.

L. J. MILEY COMPANY
1462 South Michigan Ave.
Chicago, Ill.
Space: 376-B.
Book-Cadillac Hotel
E. M. Miley, vice-pres.
H. L. Slaughter, sales mgr.
Wilkes Campbell, service eng.
H. D. La Mont, asst. G. M. prod.

MONARK BATTERY COMPANY, INC.
4556 West Grand Ave.
Chicago, Ill.
Space: 243-244.
Statler Hotel
G. U. Pickering, vice-pres.
V. H. Foltz, sales prom. mgr.
Dale Perry, gen. service mgr.
W. J. Harris, dist. sales mgr.
Tom Hafer, dist. sales mgr.
A B. Mayer, dist. sales mgr.
R. H. Snow, dist. sales mgr.
Lew Moore, dist. sales mgr.
Leo Jacobs, dist. sales mgr.

MOTO-METER GAUGE & EQUIPMENT CORPORATION
[illegible] St.
Toledo, O.
Space: 293-294.
Book-Cadillac Hotel
R. G. Martin, pres. & gen. sales mgr.
C. M. Adams, vice-pres.
A. E. Barlow, sales mgr.
W. V. Flood, sec.-treas.
H. G. Strickler, sales dept.
Hal Craig, radio engineer.

MULTIBESTOS COMPANY
235 Harvey St.
Cambridge, Mass.
Space: 243-244.
Book-Cadillac Hotel
Charles Almy, Jr., pres.
M. T. Rogers, vice-pres.
J. A. Lunn, vice-pres.
S. E. Shepard, asst. sales mgr.
V. W. McDaniel, commercial dept.
A. M. Yocom, chief engr.
R. S. Cotter, branch mgr.
H. B. Smith, branch mgr.
F. N. Cramton, dist. supt.
G. S. Lamson, dist. supt.
A. J. Roemer, dist. supt.
C. A. Gaard, salesman.
C. A. Clark, salesman.
H. C. George, salesman.
F. J. McGrail, salesman.

NATIONAL BATTERY COMPANY
1704-28 Roblyn Ave.
St. Paul, Minn.
Space: 296-297-298.
Statler Hotel
N. H. Seymour, vice-pres. and gen. sales manager.
A. P. Wood, adv. mgr.
F. J. Jordan, sales prom. mgr.
P. H. Olson, credit mgr.
W. L. Chamberlain, div. sales mgr.
G. W. Mixon, div. sales mgr.
E. E. Eicholz, div. sales mgr.
H. H. Haupt, div. sales mgr.
F. A. Sanborn, div. sales mgr
D. W. Sonser, div. sales mgr.
C. A. Wells, div. sales mgr.
R H. Evarts, div. sales mgr.
H. M. Burchow, div sales mgr.
B. P. Rollert, div. sales mgr

NATIONAL MACHINE AND TOOL COMPANY
801 South Water St.
Jackson, Mich.
Space: 375.
Headquarters Not Announced
J. E. Dowley, pres. and gen. mgr.
A. L. Dowley, treas.
B. A. Logan, sec.
A. J. Adams, sales mgr.

NATIONAL CARBON COMPANY, INC.
30 E. 42d St.
New York, N. Y.
Space: 154-155-156-157.

NATIONAL MOTOR BEARING COMPANY, INC.
460 Natoma St.
San Francisco, Cal.
Space: 134-135.
Book-Cadillac Hotel
L. A. Johnson, vice-pres. and gen. mgr.
D. O. Johnson, vice-pres.

NEW PROCESS GEAR COMPANY, INC.
500 Plum St.
Syracuse, N. Y.
Space: 362-363.
Book-Cadillac Hotel
A. A. Henninger, pres.
H. S. Thurner, sales mgr.
R. L. Dodge, vice-pres. and chief engr.
C. B. Cook, mgr. replacement sales.
C. P. Dye, service mgr.

C. E. NIEHOFF & CO.
230 West Superior St.
Chicago, Ill.
Space: 18.
Book-Cadillac Hotel
C. E. Niehoff, pres.
Paul G. Niehoff, sales mgr.
I. Abrams, salesman.
G. M. Williams, salesman.
C. C Patterson, salesman.

[illegible]PORATION
815 South St.
Pottstown, Pa.
Space: 337.
Book-Cadillac Hotel
D. K. Bullens, pres.
L. H. Mauger, sales mgr.
D. A. Fithian, treas.
Headquarters Not Announced
Lee H. Craig, sales rep.
S. M. McClintock, sales rep.
Max Friedberg, sales rep.
Ray Kauffman, sales rep.
Frank J Merryman, sales rep.
A. B. Blood, export rep.

NOBLITT-SPARKS INDUSTRIES, INC.
Columbus, Ind.
Space: 278-279.
Book-Cadillac Hotel
Clenn W. Thompson, vice-pres.
Ernest L. Baker, dist. rep.
Kay L. Clevenger, dist. rep.
Ray R. Harrington, dist. rep.
Robert E. Smith, dist. rep.
James D. Stephens, dist. rep.

NORMA-HOFFMANN BEARINGS CORP.
Stamford, Conn.
Space: 138.
Book-Cadillac Hotel
H. J. Ritter, sales mgr.
C. W. Hedler, mgr. dist. sales.
D. W. Robinson, Chicago sales rep.
T. J. Harley, Chicago dist. mgr.
C. D. Kilham, Cincinnati dist. mgr.
C. H. Wallace, Chicago sales rep.
G. Tompkins, New York sales rep.
Herbert Sierk, Southwestern sales rep.
W. M. Reynolds, Missouri sales rep.

OHIO PISTON COMPANY
5337 St. Clair Ave.
Cleveland, O
Space: 444-445.
Book-Cadillac Hotel
C. Birnbaum, pres.
D. P. Shaw, gen. mgr.
K. A. Williams, New York dist. mgr.
G. E. Jordan, Chicago dist. mgr.
I. Packard, Los Angeles dist. mgr.
B. Bristow, San Francisco dist. mgr.
J. S. Baisden, Seattle dist. mgr.
H. Sierk, Dallas dist. mgr.
A. Bernstein, Detroit warehouse mgr.
B. Bock, New York warehouse mgr.
R. A. Fudge, salesman.
J. Bowen, salesman.
H. L. Kraus, export mgr.

P & D MANUFACTURING CO., INC.
38-02 22d St.
Long Island City, N. Y.
Space: 168-169-170.
Fort Shelby Hotel
P. Piffath, pres.
B. Danziger, treas.
I. W. Godfrey, gen. mgr.
J. Piffath, eng.
C. R. Wilkey, rep.
B. E. Bierly, rep.
O. D. Corbett, rep.
C. W. McDonnell, rep.
Lew Brown, rep.
R. Brunnelle, rep.
J. R. Dansereau, branch mgr.

PACKARD ELECTRIC CORPORATION
Dana Ave.
Warren, O.
Space: 301-302-303.
Book-Cadillac Hotel, Detroit
Norton-Palmer Hotel, Windsor
N. A. Wolcott, gen. mgr.
B. N. MacGregor, gen. sales mgr.
J. S. Francis, sales mgr., replacement division.
R. J. Montgomery, asst. sales mgr.
H. C. Mohr, adv. mgr.
C. H. Kloer, New York dist. mgr.
R. N. Skillman, Cleveland dist. mgr.
F. B. Duncan, Chicago dist. mgr.
T. O. Langager Minneapolis dist. mgr.
W. A. Bottle, salesman.
J. M. Cassidy, salesman.
G. E. Lewis, salesman.
R. H. Northcutt, salesman.
W. G. Hatch, salesman.
W. B. Rose, salesman.
A. R. [illegible], salesman.
D. G. Clarke, salesman.
W. R. Hemphill, salesman.
Frank W. Lynn, agent.

PEP MANUFACTURING COMPANY
33 West 42d St.
New York, N. Y.
Space: 139.
Book-Cadillac Hotel
Ralph Root, pres.
J. R. Feindel, treas.

THE PERFECT CIRCLE COMPANY
Hagerstown, Ind.
Space: 118-119-120-121.
Statler Hotel
Lothair Teetor.
William Platka, export mgr.
Victor Kraus.
R. M. Thomas, mgr. Canadian plant.
Herman Teetor.
Gordon Murray
H. M. Bramberry.
Book-Cadillac
Don Teetor
Wallace Harkrader.
George Babb.
Harry Walters.

PERFECTION GEAR COMPANY
213 North Morgan St.
Chicago, Ill.
Space: 476-477.
Statler Hotel
D. H. Daskal, pres.
Detroit-Leland Hotel
S. R. Wolff, sales mgr.
W. P. Moran, dist. mgr.
E. A. Russell, dist. mgr.
S. I. Slomo, rep
A. A. Ways, rep.
A. W. Fickett, rep.
D. S. Hupp, rep.

PERMATEX COMPANY, INC.
1720 Ave. Y.
Brooklyn, N Y.
Space: 370-371-372.
Book-Cadillac Hotel
C. A. Benoit, pres.
H. J. Enders, sales mgr.
Frank Rametta, rep.
J. C. Spatny, rep.
T. L. Camp, rep.

PLOMB TOOL COMPANY
2209 Santa Fe Ave.
Los Angeles, Cal.
Space: 289.
Book-Cadillac Hotel
E. D. Moore, automotive sales mgr.
R. B. Jackson, Eastern sales mgr.
J. C. Burney, rep.
J. L. Durham, rep.

POWELL MUFFLER COMPANY
316 Catherine St.
Utica, N. Y.
Space: 166-167.

WM. E. PRATT MANUFACTURING CO.
Joliet, Ill.
Space: 245.
Headquarters Not Announced
W. C. Manthey, vice-pres.
W. M. Jordan, sec.
H. A. Wilson, sales mgr.
R. W. Barrgren, rep.

THE PRATT CHUCK COMPANY
Frankfort, N. Y.
Space: 319.
Fort Shelby Hotel
W. T. Scarritt, pres.
H. D. Parker, sales mgr.
E. V. Taylor, salesman.
F. H. Trombley, salesman.
O. M. Merrick, salesman.

PRICE BATTERY CORPORATION
Melvale, Schiller and Allen Streets
Philadelphia, Pa.
Space: 366-367.
Book-Cadillac Hotel
W. F. Price, pres.
Joseph A. Lawler, sales mgr.
F. M. Price, sales rep.
W. A. Burrell, sales rep.
John A. Boltano, export mgr.

PYRENE MANUFACTURING COMPANY
560 Belmont Ave.
Newark, N. J.
Space: 114-115.
Book-Cadillac Hotel
E. G. Weed, vice-pres.
George H. Boucher, asst. gen. sales mgr.
J. P. Maloney, asst. gen. sales mgr.
W. O. Jennings, Chicago dist. mgr.
W. L. Ferrier, sales mgr., Chicago dist.
W. A. Beaumont, Atlantic dist. mgr.
Nelson Bauer, Newark dist. mgr.
J. P. Bradner, Pacific Coast dist. mgr.

RAMSEY ACCESSORIES MMANUFACTURING CORPORATION
3693 Forest Park Blvd.
St. Louis, Mo.
Space: 85-86.
Book-Cadillac Hotel
J. A. Ramsey, pres.
C. M. Marien, chief eng.
C. W. Prochaska, Eastern dist. sales mgr.
L. R. Spadone, salesman.
V. Hanbeck, salesman.
J. L. Parks, salesman.

THE RAYBESTOS DIVISION OF RAYBESTOS-MANHATTAN, INC.
Box E, Barnum Station.
Bridgeport, Conn.
Space: 215-216-217-218-219.
Book-Cadillac Hotel
Robert B. Davis, gen. sales mgr.
Frank Allen.
W. R. Anderson.
Claude Begg.
Alfred S. Butterworth.
John Crook.
Frank Crook.
Harry Dishman.
H. G. Farwell.
K. W. Harris.

(Continued on Page 12)

N. S. P. A. Program at Detroit

SUNDAY, DECEMBER 4

7 P. M.—International Boosters' dinner and frolic, grand ballroom, Book-Cadillac Hotel.

MONDAY, DECEMBER 5

10 A. M. to 5 P. M.—Opening of N. S. P. A.-M. E. M. A. Third Joint Trade Show, Convention Hall (N. S. P. A. attendance compulsory). Doors open at 9 a. m. each day. Show open only to members of the N. S. P. A., M. E. M.A., M. E. W. A. and overseas guests.

8 P. M.—Joint shop equipment meeting, small banquet hall, Statler Hotel (N. S. P. A. attendance optional).

TUESDAY DECEMBER 6

10 A. M. to 5 P. M.—Joint trade show (N. S. P. A. attendance compulsory). Show open only to N. S. P. A., M. E. M. A., M. E. W. A. and overseas guests.

8 P M.—Salesmen's convention, crystal ballroom, Book-Cadillac Hotel. For all manufacturer and jobber salesmen of the N. S. P. A., M. E. M. A. and M. E. W. A. (attendance optional).

WEDNESDAY, DECEMBER 7

9.30 A. M.—International trade committee meeting, Founders Room, Book-Cadillac Hotel.

10 A. M. to 5 P. M.—Joint trade show (N. S. P. A. attendance compulsory). Show open to invited guests.

6.45 P. M.—Overseas Club dinner, sponsored jointly by Overseas Automotive Club, N. S. P. A. and M. E. M. A., large banquet hall, Statler Hotel.

THURSDAY, DECEMBER 8

10 A. M. to 5 P. M.—Joint trade show (N. S. P. A. attendance optional). Show open to invited guests.

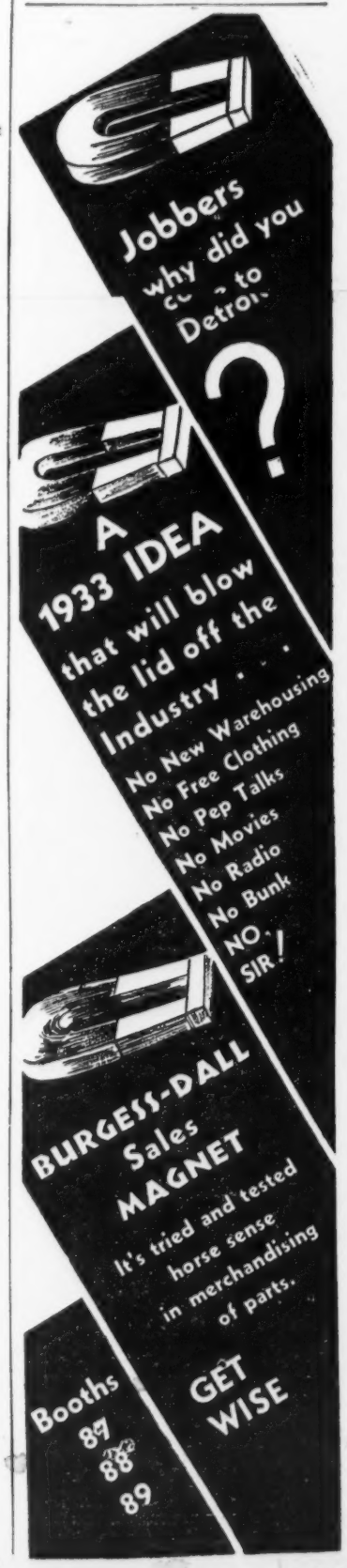
FRIDAY, DECEMBER 9

10 A. M. to 10 P. M.—Joint trade show (N. S. P. A attendance optional). Show open to invited guests.

7 P. M. to 10 P. M.—Trade session for automotive service men at the joint trade show.

SATURDAY DECEMBER 10

10 A. M. to 1 P. M.—Trade session for automotive service men at the joint trade show (N. S. P. A. attendance optional). Show open to invited guests.



New Buick Frame Design Provides Greater Rigidity

(Continued from Page 3)

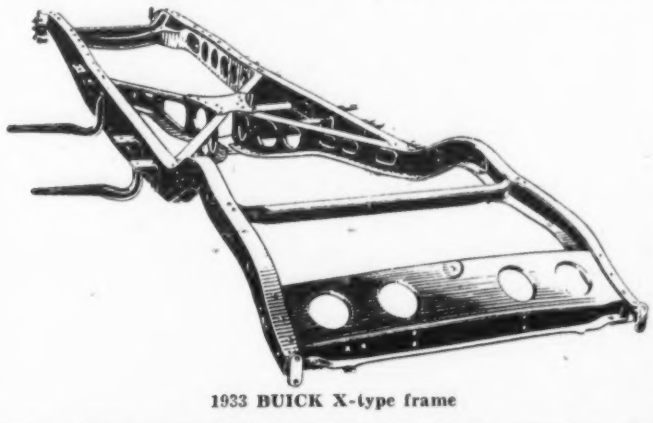
chassis except the wheels, unless the hood be raised. Valences below the doors are rendered unnecessary by bringing the latter down to the rubber-covered running boards. Windshields are sloped sharply and curved into the roof lines without exterior visors. Because of the Fisher ventilators, windshields are fixed, but broad cowl ventilators are provided. Windsields and Fisher ventilators are made from safety glass in all models and the same glass is fitted all around on the 80 and 90 series. Closed models are wired for radio. Gravel deflectors are attached to rear bumpers and dust deflectors to undersides of running boards. Spare tires are mounted at the rear, tilted forward and equipped with full metal covers finished in body colors.

Interiors are trimmed with a choice of whipcord, mohair or broadcloth fabrics. Closed models with window curtains have the rollers for the latter concealed behind the trim, the curtain passing through a narrow slot. Windshield wiper mechanisms are also concealed within the header bar. Two ovals of antique bronze replace the usual dash panel, the one at the driver's side containing large-dial instruments. At the right is a package compartment and between it and the instruments is an ash receiver and cigar lighter.

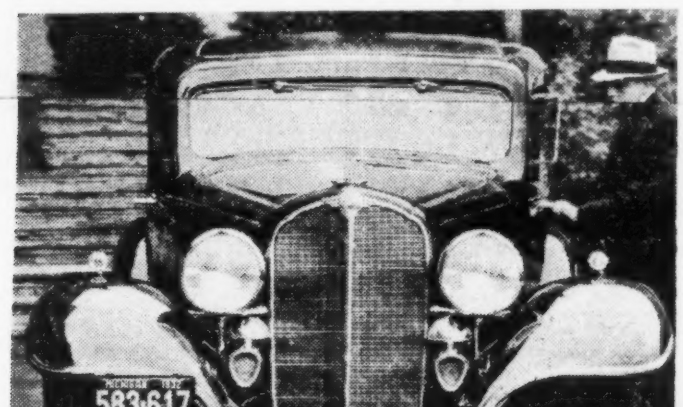
Door, ignition and other locks are operated by the same key. Since the glass ventilators are always locked in the position at which they are set, when they are closed the car is as securely locked as if all glass was of the sliding type. There is an aluminum molding between the sliding and the hinged glass panels, which provides the run for the sliding glass and makes a weather-tight joint with the swinging glass when the latter is closed.

Rubber, cork and other materials, including celotex, are used extensively in the body around the dash for heat and noise insulation. Floor

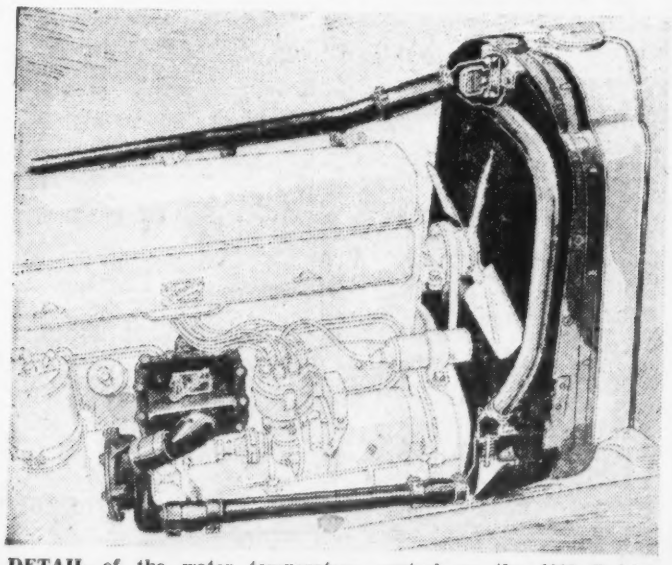
(Continued on Page 17)



1933 BUICK X-type frame



FRONT END view of the 1933 Buick



DETAIL of the water temperature control on the 1933 Buicks. Shutters have been eliminated due to the use of a radiator grill. The cooling system is equipped with a by-pass (the pipe shown in the rear of the radiator) conrtolled by a thermostat

Before: *Blasts of air swirling about the necks of car occupants.*

ELIMINATES DRAFTS

Now: *Pleasant ventilation without disturbing drafts.*

Before: *Wet or stormy days meant fogged windshield and windows.*

PREVENTS CLOUDING

Now: *All interior glass can be kept clear at all times.*

Before: *A stuffy, close atmosphere of used air, when windows were closed.*

CONDITIONS AIR IN CAR

Now: *Excellent ventilation without letting weather into car.*

FISH
NO-DR
VENTI

(*Individually-C*

An Epochal Development
Ventilation

The Fisher Body Corporation makes a r
comfort and safety! No longer need m
chilly drafts—the dangers incurred by clo
the annoyance of a close, stuffy atmosph
Fisher No-Draft Ventilation, individually
advance in closed car comfort and perfe
body. It answers every ventilation ne
requirement—yet it abolishes every one
iences that heretofore were accepted as

On Display in All Bu

This scientific new system is extremely sim
fere in any way with the normal operatio
under perfect control at all times by quic
is an entirely new development by Fisher
portance—offered now exclusively on the
Don't miss an opportunity to see and try it

A Boon to Everyon

The Fisher No-Draft Ventilation system
and new comfort to every motorist! No
culation of fresh air through the car with
You can drive in safety no matter what
windows can be kept completely clear o
in rain or snow. . . . On hot summer da
circulating air assures cool comfort for ev
new Fisher No-Draft system puts *individ*
command of every passenger. No longe
suffer discomfort for the convenience of a
ventilation that suits him best—independen

Ask for a Demo

The Fisher No-Draft Ventilation system,
surprising difference in the all-round enjo
get out of motoring. Before you buy an
try the new Fisher No-Draft Ventilation
other value-enhancing body features in th
only cars with Bodies by Fisher.

FISHER BODY C
Division of Gene

BODY by FISHER

Exclusively o

CADILLAC • LA SALLE • BUICK • OLDSMO

SHER DRAFT IATION

ually-Controlled)

ment That Answers Every ation Need

kes a revolutionary advance in closed car need motorists endure the discomfort of d by clouded windows and windshield—or tmosphere within the car.

vidually controlled, is the most important nd safety since the advent of the closed tion need—it provides every ventilation ry one of the discomforts and inconven- pted as inevitable in closed automobiles.

All Buick Showrooms

nely simple in principle—it does not inter- operation of the windows—and it is kept by quick, easy, manual adjustment. This Fisher—an improvement of epochal im- on the new General Motors cars for 1933. d try it on the new Buick, just introduced.

veryone Who Rides

system brings new pleasure, new safety ist! Now you can enjoy a constant cir- car without a single discomforting draft. r what the weather, for windshield and clear of dangerous fog, without letting mer days a greatly increased volume of t for everyone. And, what is more, this *individually controlled* ventilation at the o longer need any occupant of the car ce of another. Each chooses exactly the pendent of the preferences of anyone else!

Demonstration

system, individually controlled, makes a nd enjoyment you and your family will buy any automobile, be sure to see and tilation system. And there are scores of es in the new General Motors cars—the

CORPORATION
General Motors

BODY *by* SHER

usively on

LDSMOBILE · PONTIAC · CHEVROLET

Before: *Great blasts of dust-laden air through open windows and windshield.*

COOLS CAR IN SUMMER

Now: *Scientific ventilation with increased air flow assures proper cooling with greatest comfort.*

Before: *Annoying fumes trapped in car.*

REMOVES SMOKE

Now: *All smoke instantly carried outside.*

Before: *No two people in the car satisfied with ventilation.*

CAN BE *Individually* CONTROLLED

Now: *Each occupant controls ventilation exactly to suit himself.*

In and About the Plants

By Chris Sinsabaugh

(Continued from Page 4)

eight series well in production and hailed with record enthusiasm by the many dealers who have already been sampled with this new stellar performer and production also under way on the new Ambassador, advanced and special eight series, plants of the Nash Motors Company presented a world of orderly activity this week. Shipments of the three big eights and the new Standard eight are going forward now from the Kenosha and Racine factories, while the entire merchandising organization is looking forward eagerly to the presentation in December of the new big six, a car which is expected to establish the highest all-time value that the company has yet achieved for its famous products. The fact that Nash has actually enhanced its traditional quality in the new Standard eight, whose four-door, six-window sedan goes to the public at $170 less than the lowest priced eight of former series, and that its price is only $5 more than today's Nash six, has given rise to widespread speculation concerning the consumer possibilities of the forthcoming big six. All indications point to further developments in both price and performance fields when the first cars of the new six-cylinder line appears.

Franklin

Shipments from the Franklin factory during November, for the most part Olympic model, exceeded October, and the December schedule calls for a number equal to November. Retail deliveries of the new model are encouraging. In some cases dealers are in particular rush for cars, traveling to Syracuse by airplane for the driveaways, as in the case of the Newark, N. J., distributor this week. The expectation that the Franklin Olympic would stimulate sales in the smaller cities is being borne out by the results. Some places where sales have been low for two or three years are now active. At Newburgh, N. Y., for example, the dealer has handled nine cars in the last five weeks. Expansion of the Franklin dealer organization is indicated by the trade interest already apparent. The day this was written twenty inquiries from various parts of the country regarding the franchise were received, and the day before the same number came in. The factory reports especially big doings in connection with the appointment of George Campe as distributor at San Francisco. He retired as Chrysler distributor for northern California in 1927 and had been out of the automobile business for several years.

Auburn

Activity at the Auburn plants during the past ten days has been confined largely to the taking of inventory prior to the closing of the fiscal year, November 30. Work in engineering and experimental departments has been going ahead night and day in preparation of cars for the New York and other early shows. Dealer stocks of both new and used cars, according to N. E. McDarby, vice-president in charge of sales, are the lowest they have been at any time for several years, and the entire organization is in excellent shape to start the new year.

Dodge

The retail sales chart continues to hold the attention of the factory executives. Whereas a week ago the increase was 61.9 per cent. over the week before, this week's report shows that the good work has continued and that for the week ended November 26 retail sales were 6.2 per cent. above deliveries reported for the preceding week. Sales of Plymouth cars by Dodge dealers within the report period rose 63.1 per cent., making the week's total passenger car business 41.6 per cent. higher than its immediate predecessor . . . Sales Manager van DerZee adds that this report is of additional significance, because it signalizes an increase of 21 per cent. over the business done in the corresponding week of 1931 and a still greater increase of 23.5 per cent. over the deliveries recorded for the corresponding week of 1930 . . . Joe Burke, head of truck sales, reports that he is now turning down orders on certain types because of having been too pessimistic three months ago when he planned his production schedule. Forty-five days ago he revised it upward, but even then the estimate was a poor one, in that he now finds he is running out of several types . . . Truck sales are holding up well, and, where the industry is off 45 per cent., Dodge is off only 30 per cent . . . There is every evidence, too, Burke says, of fleet owners coming into the market strong. They are showing a readiness to buy which is most encouraging.

Chevrolet

One after another the eight assembly plants of Chevrolet are swinging into production of new cars. As a result, two important things are being accomplished. There is increased employment of former workers and the distribution of cars to all Chevrolet regions is in orderly preparation . . . By announcement time about 50,000 units will have been placed in dealers' showrooms all over the country. In the meantime

(Continued on Page 13)

Men You Will Meet at the Joint Trade Show

Complete Directory of Parts and Accessory and Shop Equipment Company Representatives, Their Hotel Headquarters and Their Permanent Addresses

EXHIBITORS AND THEIR REPRESENTATIVES

Manufacturers

(Continued from Page 9)

Norman Leeds, Jr.
James L. McGovern, Jr.
E. A. Wales.
Fred Merwin.
George H. Mosel.
Stanley Pugh
C. H. Robinson.
Ewell Smith.
Walter Washburn.
Paul B. Wooster.
George Young.

ROLLER BEARING CO. OF AMERICA
Whitehead Road.
Trenton, N. J.
Space: 328.

Book-Cadillac Hotel
John J. Berliss, treas. & Sales mgr., replacement division.
Lester M. Murphy, asst. sales mgr., replacement division.

ROTTLER BORING BAR COMPANY, INC.
1122 West Spokane St.
Seattle, Wash.
Space: 40-41.

Book-Cadillac Hotel
C. T. Rottler, pres.
W. P. Ward, sales rep.
K. Emshoff, sales rep.
O. W. Wetherbee, sales rep.

WILLIAM & HARVEY ROWLAND, INC.
Tacony and Lewis Streets.
Philadelphia, Pa.
Space: 9.

Book-Cadillac Hotel
H. C. Rowland, pres.
W. H. Courtright, sales mgr.
T. A. Mealey, salesman.
Benjamin Hacker, export mgr.

RUSSELL MANUFACTURING COMPANY
Middletown, Conn.
Space: 187-188.

Book-Cadillac Hotel
F. A. Gerrard, asst. mgr. replacements dept.
S. J. Black, mgr. Western div.
H. L. Wallbrecht, mgr. New York div.
G. N. Shoop, mgr. Detroit div.
R. W. Conroy, mgr. Pacific Coast div.
C. A. Richards, mgr. Southeast div.
D. L. Taylor, mgr. Middletown div.
C. H. Nugent, mgr. Southwest div.
W. S. Ray, sales prom. mgr. replacements dept.
W. T. McWhorter, asst. mgr. Detroit div.

Headquarters Not Announced
W. T. Palmer, mgr. replacements and equipment dept.

SCHWARZE ELECTRIC COMPANY
Adrian, Mich.
Space: 392.

Headquarters Not Announced
Herbert Appleby, sec. and sales mgr.
Harry M. Beery, treas. and gen. mgr.
L. H. Middleton, chief engr.
P. C. Reck, experimental engr.

SEALED POWER CORPORATION
500 Sanford St.
Muskegon, Mich.
Space: 98-99-100-101-102.

Fort Shelby Hotel
Charles E. Johnson, pres.
Paul R. Beardsley, sec.-treas.
L. Fred Iverson, gen. mgr. service div
L. G. Matthews, gen. sales mgr.
Raymond Beardsley, asst. sales mgr.
Paul C. Johnson, asst. sales mgr.
L. D. Drake, asst. treas.
J. E. Norwood, asst. mgr. service div.
A. W. Lines, pres. Accuralite Company, div. sealed power.
K. R. Kopanka, factory mgr., Accuralite Company
Claude Beardsley, dist. mgr.
Roy S. Harvey, dist. mgr
H. Franklin Libby, dist. mgr.
Joseph F. Nebrick, dist. mgr.
A. W. Shattuck, Sr., dist. mgr.
Jack Smalley, dist. mgr.
O. B. Swietusch, dist. mgr.
J. C. Appleton, rep.
J. G. Cochrane, rep.
A. W. Shattuck, Jr., rep.
Cyril D. Ward, rep.
Fred Iverson, Jr., rep.
W. A. Edwards, rep.
Gene Gray, rep.
Victor Shafer, rep.
Robert Shattuck, rep.

SERVICE SPRING COMPANY
735 St. Paul St.
Indianapolis, Ind.
Space: 63.

SERVICE STATION EQUIPMENT COMPANY
Conshohocken, Pa.
Space: 396-397-398.

Statler Hotel
S. H. Frensdorf, sales dir.
Emil Georg, mgr. ECO div.
J. L. Hockman, mgr. foreign div.
Earl Fay, rep.
Harvey S. Plummer, rep.

SEWALL PAINT AND VARNISH COMPANY
1009 West 8th St.
Kansas City, Mo.
Space. 212.

Fort Shelby Hotel
G. E. Weissert, sales mgr.
W. P. Hurt, rep.
C. R. Standley, rep.

THE SHERWIN-WILLIAMS COMPANY
101 Prospect Ave.
Cleveland, O.
Space: 34-35.

Statler Hotel
E. W. Windsor, sales mgr. auto. div.
J. O. Hasson, mgr. industrial sales.
H. H. Clifford, sales prom. mgr.
N. E. Van Stone, dir. chemical operations
H. D. Whittlesey, first vice-pres. and sales dir.
H. J. King, sales mgr., Detroit div

THE SILVER KING HYDRAULIC JACK COMPANY
839 East 140th St.
Cleveland, O.
Space: 380.

Book-Cadillac Hotel
Ray P. Rosenberry, vice-pres. and gen. mgr.
Homer R. Rosenberry, asst. treas.
Rom W. Mahoney, asst. sales mgr.

THE SIMMONS MANUFACTURING COMPANY
3405 Perkins Ave.
Cleveland, O
Space: 104-105-106-107.

Book-Cadillac Hotel
C. F. Groth, pres.
H. E. Lemmerman, sec.
Gordon Groth, sales mgr.
N. M. Anson, service mgr.
C. B. Whipple, credit mgr.
A. F. Bates, sales rep.
C. Davis, sales rep.
W. Dorsey, sales rep.
E. C. Eagles, sales rep.
Fred M. Isenberg, sales rep.
C. Koslowsky, sales rep.
Harry I. Malsby, sales rep.
W. E. Early, sales rep.
A. T. P. Wheeler, sales rep.
C. D. McPhee, sales rep.
N. Goldsmith, sales rep.
F. H. Poss, sales rep.
J. C. Riga, sales rep.
Leander Hopp, sales rep.
Andrew Shaw, sales rep.

THE SIMONIZ COMPANY
2101 Indiana Ave.
Chicago, Ill.
Space: 489-490.

Book-Cadillac Hotel
Elmer Rich, pres.
R. J. Rich, vice-pres.
H. L. Nehrbass, adv. mgr.
F. J. Wall, sales dept.
E. G. Hickey, sales dept.
H. F. Julian, sales dept.
Warren Pendleton, sales dept.

SMALLEY ACCESSORIES CORPORATION
2339 South Michigan Ave.
Chicago, Ill.
Space: 349.

Headquarters Not Announced
Fred M. Friedlob, treas.
Henry Friedlob, vice-pres.

THE SOUTHERN COTTON OIL CO.
Paint Products Division
Savannah, Ga.
Space: 387.

Fort Shelby Hotel
R. R. Hampton, salesman.
H. L. Richards, salesman.
W. S. Mason, salesman.

SPARKS-WITHINGTON COMPANY
Jackson, Mich.
Space: 192-193-194-195.

SPENCER-SMITH MACHINE COMPANY
Howell, Mich.
Space: 274-275.

Detroit-Leland Hotel
W. McPherson Smith.
P. J. Sawyer.
W. O. Banta.
H. D. Willcutts.
Leon Toll.
J. R. Lowry.

THE C. SPIRO MANUFACTURING CO.
Dobbs Ferry, N. Y.
Space: 55.

Book-Cadillac Hotel
Frederic L. Spiro, sales mgr.
W. L. Spiro.

SKF INDUSTRIES, INC.
40 East 34th St.
New York, N. Y.
Space: 523-524.

Book-Cadillac Hotel
D. W. McAllen, supt. of distributors.
F. M. Crow, asst. supt. of distributors.
W. J. Sutherland, asst. treas.
M. F. Petrie, sales rep.

STANDARD MOTOR PRODUCTS, INC.
10-25 46th Ave.
Long Island City, N. Y.
Space: 482-483-484.

Book-Cadillac Hotel
Grant Hotel
Elias Fife, pres.
H. O. Rosenstein, sec.
J. C. Baldwin, mgr., Seattle.
Jack Friedlander, salesman.
J. Fred Kenny, salesman.
T. G. McWhirter, salesman.
Harry Friedman, salesman.
Sam Campbell, salesman.

JOHN T. STANLEY COMPANY, INC.
West 30th St. and North River.
New York, N. Y.
Space: 478-479

Statler Hotel
N. S. Dahl, gen. mgr.
Harry Schilizman, sales rep.

THE STANLEY RULE AND LEVEL PLANT
New Britain, Conn.
Space: 358-359.

Book-Cadillac Hotel
G. H. Story, div. sales mgr.
H. W. Blackman, sales mgr.
L. H. Bellows, div. sales mgr.
A. J. Peterson, div. sales mgr.
J. J. McHugh, salesman.

EDWIN L. STANTON, INC.
3954 Whiteside Ave.
Los Angeles, Cal.
Space: 240-241.

Detroit-Leland Hotel
Edwin L. Stanton, pres.

THE L. S. STARRETT COMPANY
Athol, Mass
Space: 180-181

Webster Hall Hotel
H. E. Masters, adv. mgr.
D. Findlay, gen. sales mgr.
O. H. Leidy, Detroit rep.
A. H. Starrett, master mechanic.

STEELCOTE MANUFACTURING CO.
Theresa & Gratiot.
St. Louis, Mo.
Space: 133.

Statler Hotel
Anthony E. Nidt, vice-pres. and dir. sales
W. Bruce Haughton, salesman.
H. N. Link, salesman.
R. J. Baumker, salesman.
A. W. Poole, Canadian branch mgr.
G. M. Young, salesman.

STERLING CABLE CORPORATION
3529 24th St.
Port Huron, Mich.
Space. 232-233.

Detroit-Leland Hotel
V. P. Dobbins, pres.
J. A. Minch, vice-pres.
F. A. Nealon, sales mgr.
A. R. Thornton, treas.
M. H. Goodman, eng.
Howard Whyte, rep.
Edwin J. Swanstrom, rep.
Earl F. Thayer, rep.
Fred J. Marsh, rep.
M. J. Palmnery, rep.
W. W. Marshall, rep.
L. D. Tuttle, rep.
C. V. Gooding, rep.

STEVENS WALDEN, INC.,
475 Shrewsbury St.,
Worcester, Mass.
Space: 446-447.

Headquarters Not Announced
Homer W. Bleckley, pres.
W. H. Lee, sales mgr.
A. J. Berger.
E. C. Bell.
W. M. Goodsell.
A. F. Snyder.

STILES-MEDART COMPANY
3535 DeKalb St.,
St. Louis, Mo.
Space: 481.

Statler Hotel
E. J. Medart, pres.
J. C. Stiles, vice-pres.
H. B. Barrett, chief eng.

STOVER MANUFACTURING & ENGINE COMPANY
Freeport, Ill.
Space: 246.

Book-Cadillac Hotel
Carl H. Swartz, vice-pres. & mgr. automotive div.
C. H. Brubaker, asst. mgr. automotive division.
Jack Schneeberg, salesman.
G. J. Bock, salesman.
A. W. Kleber, salesman.
R. W. Barggren, salesman.
J. S. Connell, salesman.
E. P. Denham, salesman.
E. P. Denham, salesman.
A. W. Fickett, salesman.
Add. Morris, salesman.
A. M. Roper, salesman.
Charles Goold, salesman.
A. Ellis Bosley, salesman.
Charles Gram, salesman.
Elmar Winsted, salesman.
E. M. Arnold, salesman.
C. S. Bennett, salesman.
H. S. Agar, salesman.
Charles Laughren, salesman.

SUNNEN PRODUCTS COMPANY
7900 Manchester Ave.,
St. Louis, Mo.
Space: 314-315.

Statler Hotel
Joe Sunnen, pres.
W. A. Douglass, vice-pres. & sales mgr.
C. J. Schuepbach, credit mgr.
O. R. French, adv. mgr.
Ralph Moore, rep.
R. E. Zayhew, rep.
H. J. Borgdorf, rep.
H. C. Cady, rep.
Stanley S. Graham, rep.

THERMOID RUBBER COMPANY
Whitehead Road.
Trenton, N. J.
Space: 527-528-529-530.

Book-Cadillac Hotel
Robert Lee, vice-pres.
James A. Wheatley, Jr., sales mgr.
C. A. Schell, chief eng.
Willard Kelly, Pacific Coast mgr.
S. K. Dennis, sales supt.
H. H. Swain, sales supt.

THOMPSON PRODUCTS, INC.,
Cleveland, O.
Space: 127-128-129-130.

Book-Cadillac Hotel
C. E. Thompson, pres.
E. G. Thompson, vice-pres.
F. C. Crawford, vice-pres. & gen. mgr.
L. M. Clegg, vice-pres. & gen. sales mgr.
V. E. Crawford, vice-pres.
W. N. Albaugh, sec. and treas.
W. E. Close, asst. sec. and treas.
Burke Patterson, sales mgr., service div.
T. O. Duggan, merchandising dir.
E. T. Syvertsen, sales prom. mgr.
S. P. Bayless, dist. mgr.
F. R. Witt, adv. mgr.
J. A. Bell, dist. mgr.
I. M. Cariblom, sales rep.
E. L. Caswell, export mgr.
C. A. Cole, dist. mgr.
G. C. Collins, dist. mgr.
A. T. Colwell, chief engr.
J. R. Cox, mgr. piston plant.
H. C. Crawford, comptroller, service div.
J. W. Davis, sales rep.
H. L. Dick, sales rep.
Paul Graham, sales rep.
C. T. Lamb, dist. mgr.
L. J. Lutz, sales rep.
E. A. McBride, supt.
G. R. Moore, sales rep.
R. Z. Oswald, spec. rep.
L. W. Reeves, dist. mgr.
T. A. Rowe, sales rep.
C. W. Sawyer, asst. credit mgr.
Phil Sommerlad, dist. mgr.
G. Spelman, sales dept
N. R. Swarner, dist. mgr.
Alvin Vinton, sales rep.

THE TIMKEN ROLLER BEARING SERVICE AND SALES COMPANY
Canton, O.
Space: 50-51.

Book-Cadillac Hotel
R. C. Brower, sec. and treas.
W. H. Richardson, genl. mgr.
M. D. Wallace, branch mgr.
H. C. Sauer, branch mgr.
J. W. Berriman, branch mgr.

TITEFLEX METAL HOSE COMPANY
500 Frelinghuysen Ave.
Newark, N. J.
Space: 80.

Statler and Tuller Hotels
E. E. Husted, sales mgr., Statler Hotel.
D. A. Noble, sales engr., Statler Hotel.
R. R. Hazel, sales engr., Statler Hotel.
O. Van Hoecke, Tuller Hotel.

THE TOLEDO STEEL PRODUCTS COMPANY
3300 Summit St.
Toledo, O.
Space: 12-13-14.

Book-Cadillac Hotel
J. E. Adams, sales mgr.
W. J. Tighe, dist. mgr.
H. K. Lang, dist. mgr.
R. F. Fletcher, dist. mgr.
W. H. Taylor, dist. mgr.
R. J. Crowley, dist. mgr.
H. S. Riley, dist. mgr.

TRICE PRODUCTS CORPORATION
817 Washington St.
Buffalo, N. Y.
Space: 47-48-49.

Detroit-Leland Hotel
C. F. Conn, sales mgr.
T. F. Killeen, asst. sales mgr.
G. Z. Spencer, service mgr.
W. J. Kent, dist. rep.
H. E. Marshall, dist. rep.
T. F. Chambers, dist. rep.
E. B. Dearing, dist. rep.
C. E. Stevenson, dist. rep.
W. R. Lynn, dist. rep.

THE TRINDL CORPORATION
Aurora and Hanke Aves.
Aurora, Ill.
Space: 460.

Fort Shelby Hotel
A. W. Lauder, pres.
F. A. Trindl, vice-pres.
Chas. A. Heinze, sales mgr.

TRIPLE-A SPECIALTY COMPANY
2101 Walnut St.
Chicago, Ill.
Space: 499.

Hotel Webster Hall from Dec. 5 to Dec. 9
Book-Cadillac Hotel from Dec. 2 to Dec. 5
A. M. Callman, pres.
L. G. Clark, sales mgr.
L. J. Griswold, salesman.
S. R. Clark, salesman.

J. A. TUMBLER LABORATORIES
423 South Hanover St.
Baltimore, Md.
Space: 532-533.

Hotel Webster Hall
J. A. Tumbler, pres.
Mack M. Esterson, vice-pres.
George F. Smith, sales mgr.
H. H. Cheen.
Roy C. Noll.
Paul E. Sprecker.
Don R. Ensign.
N. A. Williams.

TUNG SOL LAMP WORKS, INC.
Newark, N. J.
Space: 15-16.

Palmetto Hotel
L. R. Dawson, Chicago.
W. S. Dawson, Chicago.
Z. S. Myers, Kansas City.
W. R. James, Detroit.
G. A. Bodem, New York.
C. C. Bohner, New York.

U. S. L. BATTERY CORPORATION
Niagara Falls, N. Y.
Space: 42-43.

Statler Hotel
H. A. Harvey, sales mgr.
H. H. Pete, asst. sales mgr.
S. F. Baker, spec. rep.
E. L. Pettite, spec. rep.
V. B. Warner, district mgr.
C. V. Landwerlen, salesman.

UNITED AMERICAN BOSCH CORP.
Springfield, Mass.
Space: 376-377-378.

THE UNITED STATES AIR COMPRESSOR COMPANY
5300 Harvard Ave.
Cleveland, O.
Space: 491-492-493-494.

Statler Hotel
R. L. Bacher, pres.
W. C. Smith, vice-pres.
K. S. Clapp, director of sales.
W. V. Hall, sales mgr.
Leo Spalding, district mgr., New York.
F. J. Coughlin, district mgr., New England.
E. W. Beattis, district mgr., Cleveland.
J. A. Spencer, district mgr., Southwest.
J. K. Ezell, district mgr., Atlanta.
H. H. Kouka, district mgr., Chicago.
J. L. Teasley, district mgr., Memphis.
W. H. Francis, district mgr., Baltimore.
F. O. Salles, district mgr., Richmond.
A. F. Jordan, district mgr., Cleveland.
H. R. Williams, district mgr., Detroit.

UNITED STATES ASBESTOS DIVISION OF RAYBESTOS-MANHATTAN, INC.
Manheim, Pa.
Space: 368-369.

Book-Cadillac Hotel
G. L. Hammons, Chicago office mgr.
S. T. Gardiner, Southeastern branch mgr.
G. M. Righter, Eastern and export mgr.
William M. Gray, Canadian rep.
Sydney H. Russell, Western branch mgr.
F. D. Raymond Philadelphia mgr.
R. B. Montgomery, Pittsburgh mgr.
Tom Cox, New England branch mgr.
O. H. Cilley, asst. gen. mgr.
G. W. Marshall, Jr., asst. sales mgr.
Carl W. Sachs, asst. adv. mgr.

THE U. S. AXLE COMPANY, INC.
Water St.
Pottstown, Pa.
Space: 1-2.

Book-Cadillac Hotel
George C. Lees, pres. and N. S. P. A. delegate.
Kenneth Howard, sales mgr. and N. S. P. A. alternate.
L. E. Orgill, treas.
David E. Hydecker, salesman.
Max Friedberg, sales agent, Chicago, Ill.
Ray Kauffman, sales agent, Springfield, O.
W. E. McDonough, sales agent, Atlanta.
C. S. McMorrow, sales agent, Kansas City, Mo.
L. C. Biglow, sales agent, New York.

THE U. S. ELECTRICAL TOOL COMPANY
2488 West 6th St.
Cincinnati, O.
Space: 333-334.

Webster Hall and Book-Cadillac Hotels
G. E. Smith, treas.
R. H. Clore, gen. sales mgr.
T. H. Scaffe, Detroit mgr.
M. A. Gordy, Philadelphia mgr.
J. L. Wiggins, Chicago mgr.
W. D. Sullivan, Pacific Coast mgr.
H. M. Cree, Dallas mgr.
G. W. Endress, Canadian rep.

UTICA DROP FORGE AND TOOL CO.
2415 Whitesboro St.
Utica, N. Y.
Space: 220.

Webster Hall Hotel
Frank P. Tenny, salesman, Cleveland, O.
F. A. McGuire, salesman, Utica, N. Y.
H. D. Neff, salesman, Hartford, Conn.
V. M. Mathewson, salesman, Toronto, Canada.
J. E. O'Toole, vice-pres. and gen. mgr., Utica, N. Y.

VAN DORN ELECTRIC TOOL COMPANY
Towson, Md.
Space: 64-65-66.

VAN NORMAN MACHINE TOOL CO.
160 Wilbraham Ave.
Springfield, Mass.
Space: 261-262-263-264-265-266-267-268.

Book-Cadillac Hotel
C. E. Van Norman, pres.
J. Y. Scott, vice-pres.
L. F. Hunderup, sales mgr.
T. W. Baush, asst. sales mgr.
F. P. Healy, technical service eng
C. R. Young, sales rep.
J. O. Berry, sales rep.
J. C. Kuhn, sales rep.
H. R. Lusby, sales rep.
R. H. Wickersham, sales rep.
C. E. Holmes, sales rep.
G. H. Dickinson, sales rep.
C. S. Carstang, sales rep.
P. D. Moulton, sales rep.
E. C. Adams, sales rep.
C. R. Crowder, sales rep.
E. A. Carmichael, sales rep.
L. D. Tuttle, sales rep.
Stafford Jones, sales rep.
J. Bennett, sales rep.
J. N. Martin, sales rep.
E. G. Jones, sales rep.

THE VELLUMOID COMPANY
54 Rockdale St.
Worcester, Mass.
Space: 75-76.

Statler Hotel
Charles S. Livingstone, sales mgr.
Lewis Waid, supt.
W. W. Webster, asst. treas.
James Crothers, branch mgr., Detroit office, 951 Porter St.
C. A. Blocker, district rep.
C. C. Huse, district rep.
J. F. McCann, Jr., district rep.
J. B. MacGeoch, sales rep.
T. G. O'Neil, district rep.
Paul Painter, district rep., 951 Porter St.
George H. Sinnott, district rep.

VICTOR MANUFACTURING & GASKET COMPANY
5750 W. Roosevelt Rd.
Chicago, Ill.
Space: 295-296-297.
C. C. Secrist, sales mgr., Statler Hotel.
R. W. Tuer, sales rep., Book-Cadillac Hotel.
L. G. Baker, sales rep., Book-Cadillac Hotel.
W. L. Beach, sales rep., Book-Cadillac Hotel.
S. W. Braner, sales rep., Book-Cadillac Hotel.
C. B. Russell, sales rep., General Motors Building.

THE VLCHEK TOOL COMPANY
3001 E. 87 St.
Cleveland, Ohio.
Space: 171.

Statler Hotel
F. J. Vlchek, pres.
E. C. Koster, vice-pres.
D. B. Wilson, sec.
L. H. Ingraham, sales rep.
H. B. Kendal, sales rep.
O. A. Anderson, sales rep.
J. J. O'Hara, sales rep.
F. D. Barringer, sales rep.

WALKER MANUFACTURING COMPANY
1201 Michigan Blvd.
Racine, Wis.
Space: 500-501-502.

Statler Hotel
W. T. Walker, pres.
Malcolm McCormick, vice-pres.
G. R. Walker, asst. sales mgr.
J. J. Mizer, chief eng.
J. H. Cooper, district rep.
H. F. Jones, district rep.
A. W. Shattuck, district rep.
F. C. Wells, district rep.
Joseph St. Mars, Canadian rep.

WARNER-PATTERSON COMPANY
920 S. Michigan Ave.
Chicago, Ill.
Space: 259-260.

Tuller Hotel
J. H. Cattell, gen. mgr., sec. & treas., delegate.
H. H. Allyn, sales mgr. alternate.
Joseph De Salvo, rep.
Ed Young, mgr.'s rep.
O. C. Foster, mgr.'s rep.
Charles M. S. Foster, mgr.'s rep.

WATERVLIET TOOL COMPANY, INC.
Albany, N. Y.
Space: 488.

Book-Cadillac Hotel
W. J. Kattrein, sales mgr.
T. Ten Eyck, asst. sales mgr.

THE WEL-EVER PISTON RING CO.
1701 Spielbisch Ave.
Toledo, Ohio.
Space: 71.

Headquarters Not Announced
Albert P. Fall, pres. and gen. mgr.
Walter N. Davis.
George H. Gruber.
George A. Gillis.
James A. Gupton.

WESTINGHOUSE LAMP COMPANY
150 Broadway.
New York city.
Space: 255-256.
A. E. Snyder, sales mgr., Fort Shelby Hotel.
Norman J. Cowles, sales, Book-Cadillac Hotel.

WHITAKER BATTERY SUPPLY CO.
2457 Charlotte St.
Kansas City, Mo.
Space: 91-92-93-94.

THE WHITNEY MANUFACTURING COMPANY
Hartford Conn.
Space: 52-53.

Detroit-Leland Hotel
A. S. Basten.
E. A. Cramer.
R. J. Howison.
E. H. Huntington.
D. D. Williams.
R. A. Follensby, 2-240 General Motors Building.

WILKENING MANUFACTURING COMPANY
2000 South 71st St.
Philadelphia, Pa.
Space: 77-78-79.

Book-Cadillac Hotel
F. W. Wilkening, pres.
H. E. Gerstley, treas.
G. L. Briggs, vice-pres.
D. D. Robertson, engr.
C. W. Moffet, sales mgr.
W. Stanley Martin, territory sales mgr.
Walter A. Clouser, territory sales mgr.
E. O. Chatfield, territory sales mgr.
C. H. Henry, territory sales mgr.
S. M. Speaker, territory sales mgr.
Warren K. Lee, territory sales mgr.
Russell L. Kreis, salesman.
E. T. Wanderer, territory sales mgr.
Bob McCord, territory sales mgr.
J. A. Peyton, territory sales mgr.
S. N. Fikani, territory sales mgr.

J. H. WILLIAMS & CO.
75 Spring St.
New York city
Space: 122-123.

Book-Cadillac Hotel
J. Harvey Williams, pres.
Elbert J. Wilcox, asst. sales mgr.
W. M. Silliman, sales rep.
J. B. Perkins, sales rep.
J. C. Sanford, sales rep.
V. E. Nagle, sales rep.

WORLD BESTOS CORPORATION
52 Courtland St.
Paterson, N. J.
Space: 81-82.

WUBCO BATTERY CORPORATION
Niagara Falls, N. Y.
Space: (See U. S. L. Battery Corporation.

Statler Hotel
H. A. Harvey, sales mgr.
H. H. Pete, asst. sales mgr.
S. F. Baker, spec. rep.
E. L. Pettite, spec. rep.
V. B. Warner, dist. mgr.
C. V. Landwerlen, salesman.

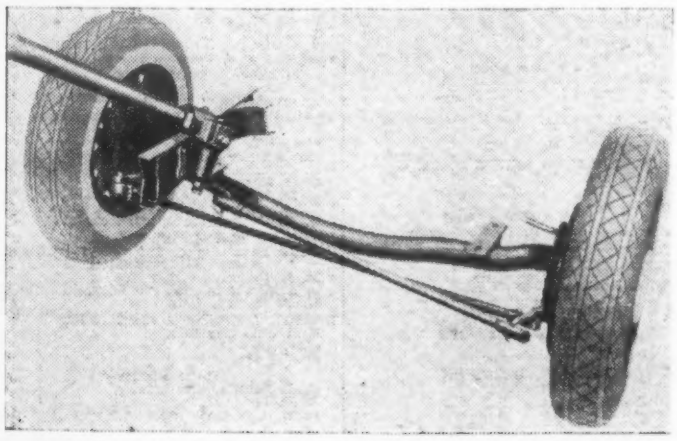
(Continued on Page 14)

Dodge Bros. Announce Details of New Six

(Continued from Page 5)

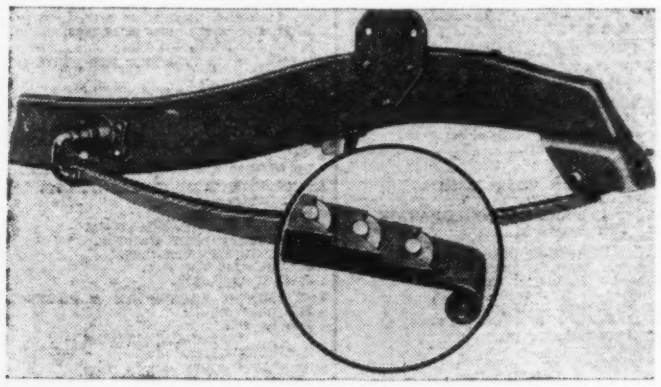
help to keep the springs lubricated at all times.

A choice of wood or wire wheels is offered. Both types are demountable and readily interchanged on the same hub.



SHOWING the new tubular front axle of the new Dodge Six, and the new "cross-steering." The steering gear is mounted on a re-enforced sub-side member. The Pitman arm, as well as the drag link, instead of moving parallel to the frame, move in the direction of the front axle

The bodies are of Dodge "monopiece" welded construction, forming a single unit of rust-proofed steel. Whenever possible, body parts are flanged for additional rigidity. This includes such details as body pillars and sills and many other forms. The body interior, door panels and roofs are made non-resonant by insulating pads of sound-absorbing materials, which also insulate against heat or cold.



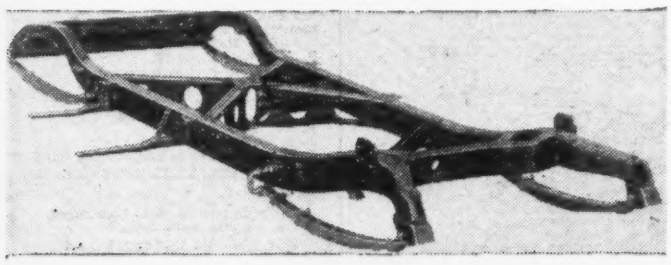
SPRINGS 36 inches long in front and 53½ inches in the rear give a total support base of 89½ inches or a spring support amounting to 80 per cent. of the 111¼-inch wheelbase. The front ends of the springs rest in rubber-bushed supports, the rear ends in silent U shackles of new construction

Smartness is introduced by the new plaiting of seat cushions and backs. This type of trimming alternates a single plait with a double plait, is attractive and durable.

In the sedans there are silk robe cords, carpeted foot rests, silk assist cords and comfortable arm rests. Smoking sets are built into the rear quarter window garnish molding. Window regulators, glove box handle, choke button, light switch, horn button and shifting lever handle are in antique ivory. All drivers' seats are fully arjustable for leg length. Rear windows lower in the coupe types.

Windshields have Duplate safety glass set in wide, chromium-plated frames, tilted to prevent glare. Two inside sun visors can be adjusted to any angle. Windshields of the convertible ccupe fold forward over the cowl.

Side visibility is facilitated by extra-narrow body pillars and wide side and rear windows. The entire body construction is without "blind spots" likely to interfere with full, unobstructed vision in all directions. Ventilation is aided by a cowl ventilator and by quick-opening and closing windshield hinges of the locking type.



SIDE members of the frame are perfectly straight in plain view except that at the extreme front end they are turned outward to support the front end of the front spring. The front cross member is divided or forked at each end where it is riveted to the side members. The illustration gives a somewhat erroneous impression due to the angle from which the picture is taken

NEW ORLEANS, LA.

John N. Willys, chairman of the Willys-Overland Company of Toledo and formerly United States minister to Poland, has accepted an invitation to speak during the annual convention of the National Association of Finance Companies, which will be held here three days, beginning December 6. His subject will be "Men, Money, Motors and Business."

• • •

A. C. Burger, president and general manager of Community Motors, Inc., 719 Baronne St., Pontiac distributor, announces that his company will also distribute Buick in this territory.

• • •

Cobb & Whitehead, Inc., Lincoln distributor, has moved to a new location at 1070 St. Charles Ave.

• • •

F. W. Parks, director of the National Safety Clinic, held a series of conferences with local traffic experts and highway safety officials.

FINANCIAL NEWS

FIRESTONE

Akron, O., Dec. 2.—Net profit of $5,101,977 was earned by the Firestone Tire and Rubber Company during the year ended October 31, Harvey S. Firestone, president, reported today in his annual message to stockholders.

Net sales for the year amounted to $84,337,173, leaving operating profit, less charges, of $12,482,342. Deductions included $5,211,893 for depreciation on plants and equipment and $1,200,190 in interest payments.

The company's cash position was reported strong, the cash item amounting to $13,167,847 with total current assets of $53,262,247. All assets equalled $132,639,641.

G. M. ACCEPTANCE

New York, Dec. 2.—General Motors Acceptance Corporation on February will effect the sixth largest redemption of securities on record in New York, and probably for the entire country, it was announced yesterday.

The corporation has called, at 102 and interest, the entire amount outstanding—$30,000,000—of its 6 per cent. debenutres, the call anticipating the maturity of the securities in question by four years. They are due February 1, 1937.

At present money rates, an estimated saving to the company of $1,350,000 a year will be enabled through the redemption program, according to company sources.

In a statement accompanying the announcement, George H. Bartholomew, secretary of the corporation, explained that retirement of the bonds would permit of financing for short-term on more advantageous terms.

HERCULES MOTORS

New York, Dec. 2.—Hercules Motors reports for nine months ended September 30, net loss of $80,164 after depreciation, taxes, etc. This compares with net profit of $273,183, equal to 87 cents a share, on 311,600 no-par shares of capital stock in the first nine months of the previous year. For the quarter ended September 30 net loss was $27,452 after charges and taxes, comparing with net loss of $4,145 in the preceding quarter and net profit of $39,811, equal to 13 cents a share, in September quarter of 1931.

PRICE INDEX

New York, Dec. 2.—Prices of wholesale commodities compiled by Dun's stood at $133.898 on December 1, compared with $134.7 a month before, a decline of 0.596 per cent. during the month. This loss compares with one of 1.37 per cent. in the period between October 1 and November 1. Compared with December 1, 1931, the decline in prices measures 4 per cent. The November 1 total was also about 4 per cent. under the comparable period of 1931.

DAIMLER-BENZ

Berlin, Dec. 2.—Daimler Benz A./G., manufacturer of the famous Mercedes car, will be forced to reduce its common share capital to about Rm. 10,000,000 from the present total of Rm. 43,620,000 in order to cover the loss from 1931 operations and the additional small loss likely for 1932, as well as to offset depreciation in the book value of its assets.

In 1930, Daimler closed the year with a net loss of Rm. 7,500,000, which was covered from reserves, while in 1931 the net loss amounted to Rm. 15,500,000, for which only about Rm. 7,000,000 was available from reserves and credit accounts.

BALTIMORE, MD.

After serving as one of the largest Baltimore dealerships for Ford cars the past twelve years, the Manuel-Reuling Motor Company has taken on the Chrysler-Plymouth dealership for the Highlandtown area of Baltimore. Joseph R. Manuel and Leonard W. Reuling, Jr., both veteran automobile men, are president and vice-president, respectively, of the company, and Harold R. Lauder is secretary. A new sales manager, Benjamin F. Hiss, has been appointed, while Bernard Wubbold will continue as service manager.

In and About the Plants

By Chris Sinsabaugh

(Continued from Page 11)

dealer groups are visiting Detroit and Milford every day, getting close-ups, stills and action pictures of the cars from real life.

Graham-Paige

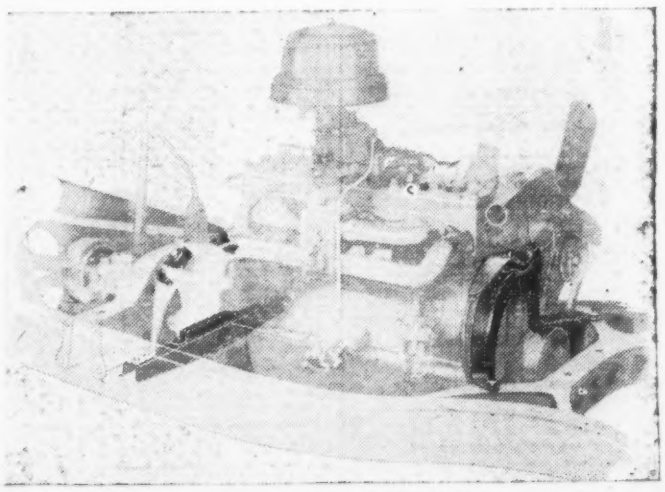
Besides preparing models for exhibit at the New York, Los Angeles and San Francisco shows, the factory has another rush order for Graham cars to be exhibited at the Amsterdam show in Holland. The Dutch don't wait for October for their annual exhibits, and therefore see many new American models long before they appear generally on the Continent. . . . The Graham sales department has made available to distributors and dealers all but a few of the sixes and eights recently finished up in special and individual color combinations, from which were selected color schemes for the cars to be exhibited at the national shows. A buyer who acquires one of these special jobs will have the satisfaction of knowing there is no other car in the country that is like his own. The "special paint jobs" without extra charge are expected to appeal to prospective buyers. . . . For the fourth successive week the distribution department's charted line of retail sales is on the upgrade, each week having surpassed the previous week in total sales. . . . Henry A. Barrett started with a Graham eight on a driveaway to Spanish Honduras, where he, in partnership with his brothers, began operations as Graham distributor. His route is from Detroit to New Orleans, then to San Pedro do Sul by steamship. Barrett said, before he left, that, although Spanish Honduras is not a large market for automobiles, he expected the advance style of Graham models to appeal strongly to the people of this territory. . . . W. E. Biggers, Graham distributor at Buffalo, who was a visitor at the factory Wednesday, reported that his retail business for November was just about double that of October.

Marmon

Marmon is pushing the production of its new 1933 16-cylinder models to meet demand following the car's introduction at special salon showings held throughout the country. Factory officials report satisfactory sales, with excellent prospects for an increase when additional cars are available. General Sales Director George Tenney, back from a thirty-day trip which took him from coast to coast, reports an encouraging increase in interest in high-priced cars. The company has appointed an important new distributor in San Francisco. J. W. Hawk has been named Western zone manager.

Sterling

Considerable activity has resulted at the Sterling factory and throughout the Sterling branch and dealer organization as a result of the announcement of thirteen Diesel-powered Sterling models during the past two weeks. Several of the largest models have already been driven overland to California, where they are sold and will go into immediate operation, and key branches and dealers are reporting a great deal of interest and an increase in inquiries resulting from this announcement. In addition to this activity, there has been a very unusual increase in overseas inquiries, where the announcement of Diesel-powered trucks has been received with enthusiasm. The Sterling management have also added weight to the plans for the 1933 selling program with the announcement of an improved line of Sterling-built Republic truck chassis. A distinct atmosphere of optimism and activity exists at the Sterling factory, where plans are being made for constantly improving sales volume that has been definitely assured by a number of changes that have been witnessed in the past month or so.



WITH FLOATING POWER, the Dodge Six engine is supported at two points, on the natural axis of the power plant, on a line forming the common center of the engine's mass, weight and torque reactions

Men You Will Meet at the Joint Trade Show

Complete Directory of Parts and Accessory and Shop Equipment Company Representatives, Their Hotel Headquarters and Their Permanent Addresses

EXHIBITORS AND THEIR REPRESENTATIVES

Manufacturers

(Continued from page 12)

"X" LABORATORIES
25 West 45th St.
New York city.
Space: 125-126.
Statler Hotel
E. R. Tolfree, pres.
L. D. Patterson, gen. mgr.
W. Weber, Pennsylvania rep.
S. Tull.
E. T. Cosgriff.
A. H. Duhme.

Publishers

AUTOMOBILE DIGEST
22 East 12th St.,
Cincinnati, O.
Space: 147.
Book-Cadillac Hotel
J. A. Ahlers.
Frank Finn.
Ray Kuns.
C. T. Schaefer.
Fort Shelby Hotel
Fred Moshier.
L. A. Thelen.

AUTOMOTIVE MERCHANDISING
97 Horatio St.,
New York, N. Y.
Space: 90-117.
Fort Shelby Hotel
Peter J. Carey, pres.
Ray T. Carey, vice-pres.
Peter J. Carey, Jr., treas.
S. P. McMinn, sec. and editor.
C. F. Broeder, bus. mgr.
B. Lehman, adv. dept.
Dodd T. Coster, rep.
J. C. Ely, rep.
W. J. Woods, rep.
W. J. Scanlan, rep.

CHILTON COMPANY
56th and Chestnut St.,
Philadelphia, Pa.
Space: 108-109.
Book-Cadillac Hotel
C. A. Musselman, pres. and gen. mgr.
J. S. Hildreth, vice-pres. and dir. of sales.
Leon F. Benigan, marketing editor, Chilton Publications.
Don Blanchard, editor, Auto. Trade Journal.
A. W. Brownell, bus. mgr., Commercial Car Journal.
C. Hollister Moore, mgr., research dept.
M. C. Dittmann, sales rep., Auto. Trade Journal.
A. J. Maginnis, sales rep., A. T. J.
D. C. Taylor, sales rep., A. T. J.
A. R. Eckel, sales rep., Commercial Car Journal.
G. H. Kennedy, circulation dept.
Stephenson Bldg.
C. W. Evaul, sales rep., A. T. J.
E. E. Elder, sales rep., C. C. J.
Athel F. Denham, field editor.
R. F. Pickrell, sales rep., Automotive Industries.
Headquarters Not Announced
L. W. Perkins, sales rep., C. C. J.
F. O. Kirkpatrick, sales rep., A. T. J.
W. J. Schuck, sales rep., A. T. J.
Jack Anthony, sales rep., direct mail div.

FERGUSON PUBLISHING COMPANY
90 West St.
New York, N. Y.
Space: 3.
Fort Shelby Hotel
Henry Clay Fischer, editor.
Edward C. Hillier, Detroit rep.
Dudley B. Trott, Chicago rep.
Hal H. Clark, New York rep.

IRVING-CLOUD PUBLISHING COMPANY
1729 Tribune Tower.
Chicago, Ill.
Space: 58-59.
Book-Cadillac Hotel
H. S. Irving.
Ken Cloud.
Kay Kneisly
A. A. Bishoff.
P. J. Philpott.
Lou Scheurl.
Roy Brown.

MOTOR
959 8th Ave.
New York, N. Y.
Space: 185-186.
Book-Cadillac Hotel
Neal G. Adair, managing editor.
Walter E. Dexter, adv. mgr.
Fred N. Dodge, Detroit mgr.
H. B. Lasher, Chicago sales rep.
Clifford McHugh, Chicago sales rep.
J. H. Howell, Eastern mgr.

MOTOR SERVICE MAGAZINE
549 West Washington St.
Chicago, Ill.
Space: 17.
Statler Hotel
Ambrose Bowyer.
J. V. Hunter.
A. H. Packer.
J. H. McGovern.
W. S. Rogers.
F. G. Rodenbeck.

SOUTHERN AUTOMOTIVE JOURNAL
1020 Grant Bldg.
Atlanta, Ga.
Space: 254.
Book-Cadillac Hotel
Paul D. Hammett, Western mgr.
R. W. McAllister, editorial dir.
L. R. McCarty, Eastern mgr.
E. A. McGinty, bus. mgr.
W. J. Rooke, vice-pres.

Associations

THE CATALOG ASSOCIATION
431 S. Dearborn St.
Chicago, Ill.
Space: 285-286.
Statler Hotel
Harry Roth.
G. S. Roth
R. Schoolman.
R. Roth.
S. M. Roth.
S. Leavitt.
J. Roth.

MOTOR AND EQUIPMENT MANUFACTURERS ASSOCIATION
New York city.
Space: 72.
Credit department exhibit.
Statler Hotel
George L. Brunner, pres.
David Beecroft, vice-pres.
C. C. Secrist, sec.
C. H. Burr, treas.
A. H. Eichholz, gen. mgr.
1159 First National Bank Bldg.
T. M. Simpson, mgr. mfrs. credits.
Book-Cadillac Hotel
A. H. Fagan, mgr. wholesalers credits.
Detroit-Leland Hotel
T. I. Evans, comptroller.
J. A. Laansma, dir. publicity.
H. B. Ramey, field rep.

NATIONAL CREDIT OFFICE, INC.
East Ohio Gas Bldg.
Cleveland, O.
Space: 531.
Hotel Statler
C. J. Perrier, vice-pres.
A. D. Goldrick, rep.
H. H. Davidson, rep.

NON-EXHIBITORS AND THEIR REPRESENTATIVES

Manufacturers

AHLBERG BEARING COMPANY
317 East 29th St.
Chicago, Ill
Webster Hall Hotel
F. O. Burkholder, vice-pres.
H. S. Mann, Detroit branch mgr.
R. M. Place, Toledo branch mgr.

AJAX AUTO PARTS COMPANY
Racine, Wis.
Statler Hotel
Malcolm McCormick, vice-pres.
Gordon R. Walker, sales mgr.

ALBERTSON & CO., INC.
3100 Lowell Ave.
Sioux City, Ia.
Wardell Hotel
O. Albertson, pres.
H. A. Jacobsen, sec.
A. T. Ford, district mgr.
Chas. O. Rauschkolb, dist. mgr.
Sidney V. Wright, dist. mgr.
John W. Leslie, rep.

ALEMITE CORPORATION
2650 North Crawford Ave.
Chicago, Ill.
Distributor Office, 6050 Cass Ave.
L. A. Ballard, sales rep.
J. M. Carson, sales rep.
C. A. Fine, sales rep
J. L. Deering, sales rep.
E. G. Fossum, sales rep.

ALLEN ELECTRIC AND EQUIPMENT COMPANY
2101-17 North Pitcher St.
Kalamazoo, Mich.
Statler Hotel
L. F. Woolman, sales mgr.
H. H. Levene, gen. mgr.
G. H. Allen, pres.
M E. McMartin, sec.

ALVORD-POLK TOOL COMPANY
Millersburg, Pa.
Book-Cadillac Hotel
J. E. Moeyer, sales dir.
J. S. Corriveau, rep.
James R. Lewis, rep.
Jos. H. Aschheim, rep.

AMERICAN BRAKE MATERIALS CORP.
4660 Merrit Ave.
Detroit, Mich.
Book-Cadillac Hotel
Thomas Finigan, pres.
William A. Blume, vice-pres.
Hugh A. Gillies, sales mgr.
Harry Seith, asst. to sales mgr.
C. Q. Smith, mgr. replacement sales.
Walter Seifert, district rep.
O. K. Evans, district rep.
C. L. Swander, district rep.
Fred J. Kelly, district rep.

AMERICAN CHAIN COMPANY, INC.
929 Connecticut Ave.
Bridgeport, Conn.
Detroit-Leland Hotel
W. T. Morris, vice-pres. and gen. mgr.
A. P. Van Schaick, gen. mgr. of sales.
W. M. Wheeler, sec.
W. M. Cusack, salesman.
H. W. Smith, salesman.
C. A. Anderson, salesman.
Wilder Gutterson, salesman.
O. R. McDonald, sales promotion mgr.

THE ANDERSON COMPANY
947-57 Garfield St.
Gary, Ind.
Book-Cadillac Hotel
John W. Anderson, pres.

APCO MOOSBERG CORPORATION
Attleboro, Mass.
Statler Hotel
Lee Smith, sales mgr.
C. D. Pettingell, middle west sales.

AUTO EQUIPMENT COMPANY
14th at Lawrence St.
Denver, Col.
Hotel Statler
W. F. Rogers, purchasing agent.

AUTO SPECIALTIES MFG. CO.
St. Joseph, Mich.
Detroit-Leland Hotel
W. W. Carver, asst. gen. mgr.
C. H. Williams, div. sales mgr.
M. B. Lucker, engineer.
E. J. Martin, auditor.

BARKER JENNINGS HDWE. CORP.
Lynchburg, Va.
Statler Hotel
O. B. Barker, Jr., buyer.

JOHN BEAN MANUFACTURING CO.
Lansing, Mich.
Book-Cadillac Hotel
Harry L. Faust, sales mgr.
H. C. Lisle, gen. mgr.
C. S. Phillips, engineer.
B. F. W. Heyer.

BERKLEY MANUFACTURING CO., INC.
252 Genessee St.
Utica, N. Y.
Book-Cadillac Hotel
Samuel Berkowitz, pres.
Leo Miller, sec.-treas.

BEARINGS COMPANY OF AMERICA
Harrisburg and College Avenues.
Lancaster, Pa.
Madison-Lenox Hotel
W. C. Little, sales rep.
A. W. Robbins, sales rep.

THE BORG & BECK COMPANY
6558 South Menard Ave.
Chicago, Ill
Detroit-Leland Hotel
C. C. Blanchard, service mgr.

THE BOSSERT CORPORATION
1022 Oswego St.
Utica, N. Y.
Book-Cadillac Hotel
H. S. Johnson, sales mgr.

THE BREWER-TITCHENER CORP.
Cortland, N. Y.
Statler Hotel
Frank E. Howland, traveling rep.
2988 East Grand Boulevard
L. B. Fuger, Detroit rep.

THE BUCKEYE BRASS AND MFG. CO.
6410 Hawthorne Ave.
Cleveland, O
Statler Hotel
L. E. Christopher, sales mgr.
H. T. Leaf, district rep.

BURGESS-DALL CORPORATION
Geneva, Ill.
Book-Cadillac Hotel
W. E. Arnold, dist. mgr.
E. H. Britton, dist. mgr.
A. M. Reeves, dist. mgr.
S. J. Krug, dist. mgr.
G. D. Stader, dist. mgr.
R. W. Gould, dist. mgr.
H. C McDermott, dist. mgr.
Dan McDermott, dist. mgr.
A. M. Morgan, sales eng.
W. F. Miller, sales eng.
J. H. Gregory, adv. mgr.
A. P. Roberts, export mgr.

BUSSMAN MANUFACTURING COMPANY
University at Jefferson.
St. Louis, Mo.
Statler Hotel
A. B. Bussmann, pres., Statler Hotel.
J. C. Ingram, div. mgr., Statler Hotel.
A. A. Sommer, rep., 6383 Tuxedo Ave.
J. S. Connell, rep., Book-Cadillac Hotel.
A. M Roper, rep., Book-Cadillac Hotel.
L. W. Kilpatrick, rep., Statler Hotel.
Charles H. Koslowsky, rep., Statler Hotel.
W. B. McDonough, rep., Statler Hotel.
W. E. McDonough, rep., Statler Hotel.
Joseph St. Mars, rep., Statler Hotel.
G. W. K. Voigt, rep., Statler Hotel.
G. V. Sass, rep., Statler Hotel.
H. W. Scholl, rep., Statler Hotel.
L. D. Speed, rep., Briggs Hotel.

BRUNNER MANUFACTURING COMPANY
1821 Broad St.
Utica, N. Y.
Statler Hotel
G. L. Brunner, gen. mgr. and treas.
J. J. Burke, sales mgr.
P. A. Karl, export mgr.
G. W. Chandler, Canadian mgr.
W. M. Cashin, salesman.
C. E. Burlingame, salesman.
L. O'Keefe, salesman.
L. A. DeMarsh, salesman.

CASPER SUPPLY COMPANY
444-448 South Center.
Casper, Wyo.
Hotel Statler
T. C. Tonkin, pres. and gen. mgr.

THE CHAIN PRODUCTS COMPANY
3924 Cooper Ave.
Cleveland, O
Statler Hotel
F. A. Olmstead, vice-pres.
C. A. Pucket, sec.

CLARK EQUIPMENT COMPANY
Buchanan, Mich.
C. A. Kiefer, Detroit-Leland Hotel.
E. B. Ross, Detroit Athletic Club.

COLLINS & AIKEN CORPORATION
25 Madison Ave.
New York city.
Book-Cadillac Hotel
P. J. Torchiana, vice-pres.
J. Weemhoff, sales mgr.

COLUMBUS McKINNON CHAIN CORPORATION
Tonawanda, N. Y.
Statler Hotel
A. L. McKinnon, gen. mgr.
D. S. Brisbin, dir. of sales.
R. E. Gerspacher, sales mgr
F. E. Stahl, gen. supt.
F T. Benjamin, dist. mgr.
H. C. Hendershott, dist. mgr.
Lewis E. Moore, dist. mgr.
W. H. Grebe, dist. mgr

CONNECTICUT TEL. AND ELEC. CORPORATION
Meriden, Conn.
Detroit-Leland Hotel
H. M. Blum, Chicago rep.

CONTINENTAL PISTON RING COMPANY
Box 205, 276-282 Walnut St.
Memphis, Tenn.
Statler Hotel
Louis Emrich, sec.
Louis R. Hardin, salesman.

C. COWLES & CO.
New Haven, Conn.
Room 603, New Center Building
Austin Evans, local rep.

CRAWFORD MANUFACTURING COMPANY, INC.
Second and Decatur Sts.
Richmond, Va.
Book-Cadillac Hotel
B O. Cone, pres.
J. W. Whaley, sec. and sales mgr.

CRAVEROILER COMPANY OF AMERICA
149 Berkley St.
Philadelphia Pa.
Detroit-Leland Hotel
N. R. Norman, vice-pres. and gen. mgr.

DIAMOND CHAIN AND MANUFACTURING COMPANY
502 Kentucky Ave.
Indianapolis, Ind.
Headquarters Not Announced
W. R. Boysen, rep.

DETROIT STEEL PRODUCTS COMPANY
2250 East Grand Boulevard.
Detroit, Mich.
Statler Hotel
F. E. Badger, sales mgr.
Frank M. Eaton, asst. sales mgr.
H. B. Staab, salesman.

THE DOLE VALVE COMPANY
1913-1933 Carroll Ave.
Chicago, Ill.
Book-Cadillac Hotel
John L. Dole, sec.
G. P. Hall, Detroit rep.
R. M. Ellis, sales eng.
T. B. Chace sales eng.
P. A. Richardson, salesman.
S. G. Phillips, adv. mgr.

E. A. LABORATORIES, INC.
696 Myrtle Ave.
Brooklyn, N. Y.
Book-Cadillac Hotel
J. M. Aufiero, pres.
Joseph P. McCarthy, vice-pres. of sales.
Paul Schaefer, sales rep.
W. Toepel, engr.
Mr. Lilley, rep.
Mr. Swerner, rep.
Mr. Phillips, rep.
Mr. Shipp, rep.
Mr. Bittner, rep.

THE EBERHARD MANUFACTURING COMPANY
2734 Tennyson Road, S. E.
Cleveland, O.
William A. Henderson, Detroit representative. Residence, 3018 Pasadena Ave.

EDISON-SPLITDORF CORPORATION
West Orange, N. J.
Statler Hotel
W. O. Ekdahl, jobbing sales mgr.

EISEMANN MAGNETO CORPORATION
60 East 42d St.
New York city.
611 Lincoln Ave.
Irving W. Edwards, branch mgr.
Fred Volker, service mgr., Detroit.

ERO MANUFACTURING COMPANY
714 West Monroe St.
Chicago, Ill.
Detroit-Leland Hotel
Howard F. Leopold, pres.

THE FAETH COMPANY
1127-31 West 8th St.
Kansas City, Mo.
Hotel Statler
B. J. Oppenheimer, pres.

THE FAIRMOUNT TOOL AND FORGING COMPANY
10611 Quincy Ave.
Cleveland, O.
Webster Hall Hotel
B. G. Gilmore, sec.-treas.
R. C. Murphy, salesman.
A. R. Tour, salesman.

THE GABRIEL COMPANY
TheP..cmfwypshrdlcmfwypshrdlucmfwyp

THE GABRIEL KARI-KEEN COMPANY

GABRIEL PNEUMATIC VULCANIZER, INC.
1407 East 49th St.
Cleveland, O.
Book-Cadillac Hotel
D. Benjamin.
S. H. Silverman.
L. W. Klein.

THE GLOBE MACHINE & STAMPING COMPANY
1209-1250 West 76th St.,
Cleveland, O.
Statler Hotel
B. G. Krause, sales mgr.
W. F. Edwards, nat'l sales rep.
E. A. Langwish, comptroller.

THE B. F. GOODRICH RUBBER COMPANY
500 South Main St.
Akron, O.
Headquarters Not Announced
E. R. Bell, accessories sales mgr.
C. L. Campbell, div. sales mgr.
V. C. Criswell, div. sales mgr.
C. E. Carroll, div. sales mgr.

GRAY COMPANY, INCORPORATED
120 South 10th St.,
Minneapolis, Minn.
Statler Hotel
L. L. Gray, pres.
R. J. Gray, chief engineer.
H. A. Murphy, production mgr.
E. T. Winget, Central rep.
H. H. Meyer, Central rep.
J. B. Sampson, S. W. rep.

HEIZ & HEIZ, INC.
33 34th St.,
Brooklyn, N. Y.
Fort Wayne Hotel
Joseph Heiz, pres.

HERCULES MOTORS CORPORATION
201 11th St., S. E.,
Canton, O.
Book-Cadillac Hotel
Charles Balough, pres.
John C. Keplinger, vice-pres.
Charles P. Weekes, vice-pres.
D. W. Latta, sales mgr.
C. R. Schuler, sales engineer.

HERRING WISSEN CO.
1212 Locust St.
Des Moines, Ia.
Hotel Statler
W. E. Wisser, vice-pres. and gen. mgr.
J. Z. Beamer, buyer.

THE HINSON MFG. COMPANY
Waterloo, Ia.
Book-Cadillac Hotel
Clyde Hinson, pres.
Paul J. Herzberg, vice-pres.
Ben Wengard, pur. agent and factory mgr.
Ray J. Zwisler, salesman.
Fort Shelby Hotel
Edward C. Reamer, salesman.

THE HOLFAST RUBBER COMPANY
1486-1532 Lakewood Ave., S. E.
Atlanta, Ga.
Detroit-Leland Hotel
H. I. Diamond, pres.
M. E. Hill, sales mgr.
L. P. Cox, field mgr.
W. L. Morris, division mgr.
Elmer S. Orr, division mgr.

THE R. M. HOLLINGSHEAD COMPANY
840 Cooper St.,
Camden, N. J.
Book-Cadillac Hotel
R. M. Hollingshead, pres.
C. R. Sherman, vice-pres.

IDEAL CLAMP MFG. COMPANY, INC.
200 Bradford St.,
Brooklyn, N. Y.
Book-Cadillac Hotel
Philip Rauch, sec.
A. J. Haynes, engineer.
Otto Kaufman, salesman.
S. Goldschmidt, salesman.

ILLINOIS IRON & BOLT COMPANY
Carpentersville, Ill.
Detroit-Leland Hotel
J. C. Nichols, mechanical engineer.
Bert G. Cochrane, sales rep.
Irving Cochrane, sales rep.
H. S Nicholson, sales rep.
R. S. Stamples, sales rep.
L. D. Tuttle, sales rep.
L. J. Ziesel, sales rep.
L. C. Shriver, sales rep.

JOHNSON BRONZE COMPANY
South Mill St.,
New Castle, Pa.
Webster Hall Hotel
P. J. Flaherty, pres.
R. R. Gibson, sales mgr. replacement div.
J. G. Eagon, asst. sales mgr. replace. div.

THE K-W IGNITION CORPORATION
1767 East 27th St.,
Cleveland, O.
Book-Cadillac Hotel
A. F. Williams, pres.
A. Edmund Hanson, vice-pres.
A. G. Karkau, chief engineer.

KALES STAMPING COMPANY
1161 East Lafayette Boulevard.
Detroit, Mich.
Fort Shelby Hotel
J. F. Whitehead, vice-pres.
George W. Schreck, sec.
Allan Kay, sales.

KIRKMAN ENGINEERING CORPORATION
1 Dominick St.
New York city.
Statler Hotel
Thomas W. Kirkman, pres.
Henry Klag, district sales mgr.

LAMINATED SHIM COMPANY, INC.
21-24 44th Ave.
Long Island City, N. Y.
Detroit-Leland Hotel
W. H. Blackmer, sales mgr.
E. B. Nisbet, salesman.

M'GILL MANUFACTURING COMPANY
Valparaiso, Ind.
Detroit-Leland Hotel
T. L. Robinson, vice-pres.
W. E. Brownell, sec.

THE M'KAY COMPANY
1005 Liberty Ave.
Pittsburgh, Pa.
Book-Cadillac Hotel
L. A. Gerber, gen. sales mgr.
M. R. Peck, vice-pres.
Frank A. Bond, vice-pres.
W. L. Reilly, asst. sales mgr.
L. K. Robinson, asst. sales mgr.
R. C. Fairlamb, Jr., rep.

MILLERSBURG REAMER AND TOOL CO.
Pine St.
Millersburg, Pa.
M. G. Schmidt, sales mgr., Statler Hotel.
H. Klag, salesman, Statler Hotel.
E. J. Jeffery, salesman, Statler Hotel.
J. E. Loudenback, salesman, Fort Wayne Hotel.
M. L. Shealy, salesman, Statler Hotel.

J. LESLIE MORRIS COMPANY, INC.
1361 South Hope St.
Los Angeles, Cal.
Book-Cadillac Hotel
J. M. Jones, board member.
W. E. Guthrie, vice-pres.
J. Leslie Morris, pres.
J. D. Toland, sec.

THE MOTOR ACCESSORY & PARTS CO.
217 West 3d St.
Pueblo, Col.
Detroit-Leland Hotel
A. V. Fagerstrom, pres.

MOTOR IMPROVEMENTS, INC.
365 Frelinghuysen Ave.
Newark, N. J.
729 Fisher Building
J. A. Graham, pres.

MOTOR PRODUCTS MFG. CORP.
2662 Lacy St.
Los Angeles, Cal.
Book-Cadillac Hotel
W. B. Huber, pres.

NATIONAL MALLEABLE AND STEEL CASTINGS COMPANY
10600 Quincy Ave.
Cleveland, O.
Statler Hotel
Charles H. McCrea, sales mgr.
A. L. McColloum, sales mgr. (Indianapolis Works).

NICOLS DEAN & DREGG
Eighth and Sibley Sts.
St. Paul, Minn.
Norton-Palmer Hotel, Windsor, Ont., Canada
S. B. Dean, vice-pres.

OILJACK MANUFACTURING CO., INC.
129 Glenridge Ave.
Montclair, N. J.
Book-Cadillac Hotel
S. A. (Pete) Pennock.

PENN RIVET CORPORATION
3d and Huntingdon Streets.
Philadelphia, Pa.
Statler Hotel
H. C. Weidner, pres.
J. C. W. Daly, gen. sales mgr.
J. A. Barnett, sales mgr., brake band div.

PERRINE QUALITY PRODUCTS CORP.
55 Rumford Ave.
Waltham, Mass.
Headquarters Not Announced
M M. Yanow, sales dept.

JOSEPH POLLAK CORPORATION
81 Greeport St.
Dorchester, Boston, Mass.
Fort Shelby Hotel
Joseph Pollak, pres. and treas.

THE RAJAH COMPANY
Locust Ave.
Bloomfield, N. J.
Detroit-Leland Hotel
Robert A. Bell, pres.
Everett E. Andrews, salesman.

REIFF & NESTOR COMPANY
Lykens, Pa.
Book-Cadillac Hotel
E. W. Nestor, vice-pres.
A. R. Clement, sales mgr.

REPUBLIC GEAR CO.
2197 Beaufait Ave.
Detroit, Mich.
Book-Cadillac Hotel
J. S. Dages, vice-pres.
T. R. Navin, vice-pres.
C. W. Varin, export mgr.
H. S. Ries, district sales mgr.
A. J. McGivney, district sales mgr.
J. V. Kaho, district sales mgr.
L. K. Seward, district sales mgr.
F. J. Resel, district sales mgr.
C. E. Whiteis, district sales mgr.
J. B. Gates, district sales mgr.
A. B. Costello, district sales mgr.

(Continued on Page 15)

Men You Will Meet at the Joint Trade Show

Complete Directory of Parts and Accessory and Shop Equipment Company Representatives, Their Hotel Headquarters and Their Permanent Addresses

NON-EXHIBITORS AND THEIR REPRESENTATIVES

Manufacturers

(Continued from Page 14)

THE RIESS MANUFACTURING COMPANY
100 Davis Ave.
Dayton, O.
Book-Cadillac Hotel
W. J. Lantz, vice-pres.
H. H. Smith, dist. mgr.
P. M. Rupert, dist. mgr.
W. M. Johnson, Jr., dist. mgr.

ROGERS PRODUCTS COMPANY, INC.
198 Pacific Ave.
Jersey City, N. J.
Statler Hotel
J. S. Darcy, sales mgr.
H. Albertine, vice-pres.

ROSS GEAR AND TOOL COMPANY
Lafayette, Ind.
11-254 General Motors Building
H. A. Dick, sales engr.

SEVERIN TIRE & SUPPLY COMPANY
714-16 N. Broadway.
Oklahoma City, Okla.
Statler Hotel
C. M. Greenman, sec. and gen. mgr.

SHAKESPEARE PRODUCTS COMPANY
Kalamazoo, Mich.
Tuller Hotel
M. Shakespeare, sec.

THE SHALER COMPANY
1400 East Park Place.
Milwaukee, Wis.
Book-Cadillac Hotel
P. H. Dorr, pres.
W. S. Coles, asst. sales mgr.

STAR PRODUCTS, INC.
15105 Darwin Ave.
Cleveland, O.
Statler Hotel
E. A. Killmaster, pres.
F. J. Kasal, sales mgr.

STORM MANUFACTURING COMPANY, INC.
406 Sixth Ave., South.
Minneapolis, Minn.
Tuller Hotel
Adolph Storm, pres.
R. H. Booth, sales mgr.
W. J. Tobin, asst. sales mgr.

STOWE HARDWARE AND SUPPLY CO.
1322 West 13th St.
Kansas City, Mo.
Statler Hotel
Edw. O. Faeth, pres.
M. W. Woodward, buyer.

THE TAFT-PEIRCE MANUFACTURING CO.
33 Mechanic Ave.
Woonsocket, R. I.
Home Address: 15388 Griggs, Detroit, Mich.
Marvin W. Davis, Detroit sales mgr.

H. D. TAYLOR CO.
99-117 Oak St.
Buffalo, N. Y.
Statler Hotel
Albert C. Finley, vice-pres. and genl. mgr.
Erwin P. Austin, mgr., automotive dept.

UNION SWITCH AND SIGNAL COMPANY
Braddock Ave.
Swissvale, Pa.
Fort Shelby Hotel
F. L. Walton, gen. sales mgr.

VAN CLEEF BROTHERS
Woodlawn Ave., 77th to 78th Sts.
Chicago, Ill.
Statler Hotel
Maxime Van Cleef, member of firm.
Jack Ellison, div. sales mgr.

WARNER GEAR COMPANY
Muncie, Ind.
Detroit-Leland Hotel
Ralph M. Allison, dir. service div.
C. E. Weisse, service mgr.

WAVERLY OIL WORKS COMPANY
54th St. and A. V. R. R.
Pittsburgh, Pa.
Detroit-Leland Hotel
G. E. Willey, vice-pres.
L. H. Mengedoht, dist. rep.
E. R. L. Boyd, dist. rep.

WEAVER MANUFACTURING COMPANY
Springfield, Ill
Detroit-Leland Hotel
I. A. Weaver, pres.
G. E. Weaver, vice-pres.
C. F. Hodgson, sec. and sales mgr.
B. I. Karns, asst. gen. mgr.
Paul R. Acton, salesman.
Vern F. Romanis, salesman.
R. G. Stoehr, Canadian factory mgr.
Arthur Kinzinger, Canadian sales mgr.
J. A. Symmes, Canadian salesman.
H. L. Humphrey, Canadian salesman.

WESTERN GEAR COMPANY
Morgan at Lake St.
Chicago, Ill.
Book-Cadillac Hotel
D. H. Daskal, pres.
S. R. Wolff, sales mgr.
E. A. Russell, dist. mgr.
W. P. Moran, dist. mgr.
S. I. Siomo, rep.
D. S. Hupp, rep.
A. A. Ways, rep.
A. W. Fickett, rep.

WOLVERINE BUMPER & SPECIALTY CO.
740 Ann St., N. W.,
Grand Rapids, Mich.
Book-Cadillac Hotel
Harvey E. Clay, pres. and gen. mgr.

Jobbers

A. C. AUTO PARTS & MACHINE WORKS
4037 N. Kedzie Ave.
Chicago, Ill.
Book-Cadillac Hotel
Thomas Anderson, partner.
George Christie, partner.

THE ABERDEEN MOTOR SUPPLY CO.
2022 E. 46 St.
Cleveland, Ohio.
Book-Cadillac Hotel
W. F. Burrer, pres. and gen. mgr.
E. P. Burrer, vice-pres.-dir.
C. E. Carr, sales mgr.-dir.
G. B. Carr, dir.

ACME AUTO SUPPLY COMPANY
1209 Washington Ave.
Cairo, Ill.
Headquarters Not Announced
George Cohen, mgr.

AIR-LAND MOTOR PARTS COMPANY
115 N. Main St.
Greensburg, Pa.
Ft. Shelby Hotel
M. P. Wible, vice-pres.

ALBANY HARDWARE & IRON COMPANY
Albany, N. Y.
Statler Hotel
William E. Foskett, vice-pres.

ALLIED INDEPENDENT DEALERS, INC.
268 Halsey St.
Newark, N. J.
Statler Hotel
Leon Miller, sales mgr.
Bernard Miller, pres.
A. Lusher, mdse. dir.
Ed Burgler, supervision.

AMERICAN GEAR & PARTS COMPANY
412 E. Wells St.
Milwaukee, Wis.
Detroit-Leland Hotel
J. W. McManus, mgr.

AMERICAN MOTOR EQUIPMENT COMPANY, INC.
880 Commonwealth Ave.
Boston, Mass.
Statler Hotel
Wallace G. Page, pres.

AMERICAN MOTOR SPECIALTIES CO.
33 William St.
Newark, N. J.
Book-Cadillac Hotel
A. L. Treitman, sec.-treas.

ANDRAE AUTO SUPPLY COMPANY
329 N. Milwaukee St.
Milwaukee, Wis.
Statler Hotel
H. P. Andrae, pres.
Fred H. Geyer, vice-pres.-gen. mgr.

AUTO EQUIPMENT COMPANY
666 Madison Ave.
Oak Park, Ill.
Detroit-Leland Hotel
William H. Temme, Jr., pres.

AUTO GEAR & PARTS COMPANY
1728 Fairmount Ave.
Philadelphia, Pa.
Book-Cadillac Hotel
George P. Henderson, owner.
B. J. Wilber, pur. agent.

THE AUTOMOBILE EQPIPMENT CO.
623 E. Congress St.
Detroit, Mich.
Headquarters Not Announced
A. W. Kleinschmidt, pres.
E. Kleinschmidt, sec.
D. A. Perry, sales mgr.

AUTO PARTS & GEAR COMPANY
2451 Milwaukee Ave.
Chicago, Ill.
Book-Cadillac Hotel
Joseph Fischer, pres.

AUTO PARTS COMPANY, INC.
121 N. Ashley St.,
Ann Arbor, Mich.
Webster Hall Hotel
Thomas L. Newell, pres. and gen. mgr.
James W. Ward, buyer and ast. mgr.

AUTO PARTS COMPANY, INC.
548 Philadelphia St.,
Indiana, Pa.
Fort Shelby Hotel
S. B. Brubaker, pres.
V. A. Jordan, treas.

AUTO PARTS & MACHINE COMPANY.
515 Dempster St.,
Evanston, Ill.
Book-Cadillac Hotel
W. D. Cooke, pres.
W. F. Whilson, sec.

AUTO REPLACEMENT PARTS COMPANY
63 Center St.,
North Adams, Mass.
Headquarters not announced.
Alfred J. Chaperon, mgr.
Martha Chaperon.

AUTOMOBILE NECESSITIES COMPANY
521 W. 125th St.,
New York city.
Webster Hall Hotel
I. Rosenblum, firm member.

AUTO SPRING & BEARING CO., INC.
114-8 Luck Ave., W.,
Roanoke, Va.
Headquarters not announced.
Gordon E. Johnson, pres.

H. M. BAHLS HARDWARE COMPANY, INC.
Lafayette, Ind.
Book-Cadillac Hotel
Clarence A. Bahls.

BALDWIN SUPPLY COMPANY
518 Capital St.,
Charleston, W. Va.
Book-Cadillac Hotel
W. D. Baldwin, Jr., asst. mgr.
W. D. Baldwin, pres.

BARKER, ROSE & KIMBALL, INC.
511 Baldwin St.,
Elmira, N. Y.
Statler Hotel
F. A. Brydges, pur. agent.

SAM BARNETT AUTO PARTS, INC.
701 Monroe St.,
Hoboken, N. J.
Headquarters not announced.
William O. Renner, pres.

FRED N. BARTH, INC.
357 Mill St.,
Poughkeepsie, N. Y.
Headquarters not announced.
Fred N. Barth, pres.
Harry Wells, sec.

BEARD CAMPBELL COMPANY
312-31 Huron Ave.,
Port Huron, Mich.
Headquarters not announced.
Marshall E. Campbell, pres.
Mason L. Fish, sec.
Harold Cochran, salesman.
Maitland Beatty, salesman.

BEARINGS SALES CORPORATION
1907-14 St., N. W.,
Washington, D. C.
Book-Cadillac Hotel
T. S. Grape, pres.
F. E. Hogan, sec.

BECK & CORBITT COMPANY
1230 N. Main St.,
St. Louis, Mo.
Statler Hotel
George H. Niekamp, sales mgr.
A. W. Dohrendorf, pur. agent.

BEE INCORPORATED
618-22 Linden St.,
Allentown, Pa.
Book-Cadillac Hotel
Reuben H. Bachman, pres. and gen. mgr.
Clarence W. Guth, pur. agent and sales mgr.

BELKNAP HARDWARE MFG. COMPANY
111 E. Main St.,
Louisville, Ky.
Detroit-Leland Hotel
George C. White, buyer.

BENTON BAILEY COMPANY, INC.
220 Hull St.,
Richmond, Va.
Statler Hotel
Z. P. Richardson, Jr., pres.

W. BERGMAN COMPANY
Oak and Eagle Sts.,
Buffalo, N. Y.
Headquarters Not Announced
S. J. Levy, member of firm.

THE BERKLEY MANUFACTURING COMPANY, INC.
252 Genesee St.,
Utica, N. Y.
Book-Cadillac Hotel
Samuel Berkowitz, pres.
Leo Miller, sec.-treas.
J. P. Rasmussen, gen. mgr.

BIG BOY'S AUTO PARTS & SUPPLY CO.
728 Market St.,
Sunbury, Pa.
Book-Cadillac Hotel
George Freidman, mgr.

E. BLANKENSHIP & COMPANY
Marion, Ill.
Book-Cadilaic Hotel
Earl Blankenship, pres. and treas.

BOSTON RING & GASKET COMPANY
1 Brighton Ave.,
Boston, Mass.
Book-Cadillac Hotel
William G. Bryant, pres.

BRITTON AUTO SUPPLY COMPANY
668 Ohio St.,
Terre Haute, Ind.
Book-Cadillac Hotel
W. A. Britton, pres.

BRONX GEAR & BEARING CO., INC.
281 Mott Ave.,
New York city.
Book-Cadillac Hotel
Herman Chazick, pres.

MILTON BROOKS COMPANY, INC.
Meridian, Miss.
Book-Cadillac Hotel
Newel L. Milton, pres.

JACK BUCKLEY MOTOR SUPPLY
502 Herron Ave.,
Port Huron, Mich.
Book-Cadillac Hotel
Jack Buckley, owner.

W. E. BURNS-DAN BURNS, INC.
11th & Stark.
Portland, Oregon.
Webster Hall Hotel
Dan Burns, owner.

C. & D. AUTO SUPPLY & RADIO CORPORATION
228 W. 7th St.,
Cincinnati, O.
Ft. Wayne Hotel
T. J. Dugan, vice-pres.
Ed. Rahn, buyer.

FRED CAMPBELL AUTO SUPPLY CO.
2806 Locust Blvd.
St. Louis, Mo.
Statler Hotel
Frank Quan, sec.

THE CANADIAN RAYBESTOS COMPANY, LTD.
Perry St.
Peterborough Ont., Canada
Norton Palmer Hotel, Windsor, Can.
G. J. Monahan, sales mgr.
D. S. Pocock, Western rep.

GENERAL ELECTRIC COMPANY
404 Main St.
Hattiesburg, Miss.
Book-Cadillac Hotel
E. B. Conn, owner and mgr.

CENTRAL RUBBER & SUPPLY COMPANY
Indianapolis, Ind.
Detroit-Leland Hotel
F. M. Peters, sales mgr.

CHICAGO AUTO PARTS, INC.
3053 Lawrence Ave.
Chicago, Ill.
Ft. Shelby Hotel
G. A. Brunelle, pres.
H. J. Dinkmeyer, sec. and treas.
A. M. Brunelle, vice-pres.

CHRISTIAN AUTO SUPPLY COMPANY
529 Central Ave.
Laurel, Miss.
Book-Cadillac Hotel
G. W. Christian, pres.

CHRISTIE & THOMSON, INC.
214 Harding St.
Worcester, Mass.
Statler Hotel
William Christie, treas.
Robert Thomson, pres.

CICERO AUTO PARTS COMPANY
5516 W. 22 St.
Cicero, Ill.
Book-Cadillac Hotel
Richard Willer, pres.

COLYEAR MOTOR SALES COMPANY
1222 S. Hill St.
Los Angeles, Cal.
Statler Hotel
C. C. Colyear, pres.
P. E. Nolen, asst. to pres.

COLUMBUS METAL PRODUCTS, INC.
767 N. Fourth St.
Columbus, Ohio.
B. Edward Tarches, automotive sales mgr., Barlum Hotel.
H. B. Donley, gen. mgr., Statler Hotel.

THE COMBS AUTOMOTIVE COMPANY
110-12 W. Chest
Dodge City, Kan.
Statler Hotel
R. E. Combs, pres. and gen. mgr.
Loftus Wilson, treas.

CONNECTICUT BEARINGS CO., INC.
57 Goffe St.
New Haven, Conn.
Book-Cadillac Hotel
Franklin C. Bradley, pres. and treas.
Charles H. Leonard, salesman.
George F. Kreilheim, salesman.

CONSOLIDATED MOTOR PARTS, INC.
Grand Ave. and Dean St.
Brooklyn, N. Y.
Statler Hotel
Herman H. Rudnick, pres.
Harry A. Auginger, sales mgr.
Simon Lecine, sec. and treas.

J. B. COOK AUTO MACHINE COMPANY
278 Washington Ave.
Memphis, Tenn.
Ft. Shelby Hotel
J. B. Cook, pres.

CASPER SUPPLY COMPANY
444-8 S. Center St.
Casper, Wyo.
Statler Hotel
P. C. Ponkin, gen. mgr.

CRAIG MOTOR SERVICE COMPANY
286 E. Fayette St.,
Uniontown, Pa.
Book-Cadillac Hotel
A. M. Craig, owner.
W. D. Craig, mgr. Fairmont, W. Va. store
W. H. Craig, mgr. Brownsville, Pa., store
R. C. Craig, mgr., Morgantown, W. Va., store.

CUMMINGS & EMERSON
424 S. Washington St.,
Peoria, Ill.
Statler Hotel
D. H. Cummings, pres.
E. G. Breason, buyer.
R. W. Malone, sales mgr.

W. E. DAVIS COMPANY
4 Meadow St.,
Providence, R. I.
Detroit-Leland Hotel
Waldo E. Davis, treas.-gen. mgr.

L. N. DIEDRICH AUTOMOTIVE PARTS
157 E. Main St.,
Ventura, Cal.
Book-Cadillac Hotel
L. N. Diedrich, owner.

THE DINE-DEWESS COMPANY
400 Walnut Ave., S. E.,
Canton, O.
Detroit-Leland Hotel
K. W. Donewith, vice-pres. and pur. agt

DORMAN STAR WASHER COMPANY
213 E. 8th St.,
Cincinnati, O.
Book-Cadillac Hotel
J. R. Dorman, pres.
H. R. Leming, factory rep.
Paul Norman, factory rep.

E. & L. BATTERY AND IGNITION CO.
258 Halsey St.,
Newark, N. J
Fort Wayne Hotel
Edward Blumenkranz, owner.

EASTERN AUTO PARTS COMPANY, INC.
182 Eastern Ave.,
Malden, Mass.
Book-Cadillac Hotel
Samuel Shiff, pres.
Paul R. LaVine, treas.

EATON PRODUCTS, INC.
Central Ave and 65th St.,
Cleveland, O.
Book-Cadillac Hotel
C. C. Bradford, pres.
C. A. Bieber, Cleveland branch mgr.
C. F. Tibbetts, Chicago branch mgr.
Art Hoffman, salesman.
Heinie Berger, salesman.
Sam Cohen, salesman.
Tom Van Horn, salesman.

ECONOMY AUTO SUPPLY COMPANY
268 Halsey St.,
Newark, N. J.
Statler Hotel
Bernard Miller, pres.
Leon Miller, sales mgr.

EIS MANUFACTURING CO., INC.
7 W. 170th St.,
New York city
Book-Cadillac Hotel
E. Schwarz, pres.

E. E. EMERY COMPANY
260 W. Front St.,
Youngstown, O.
Fort Shelby Hotel
W. B Emery, mgr.

EMMONS-HAWKINS HARDWARE CO.
1024-28 3d Ave.,
Huntington, W. Va.
Fort Shelby Hotel
A. S. Emmons, mgr. auto dept.

THE EQUIPMENT COMPANY
1529 Walnut St.,
Kansas City, Mo.
Book-Cadillac Hotel
J. C. Searles, sales mgr.
L. H. Engelken, pur. agent.

EVANSTON AUTO COMPANY
1026 Davis St.,
Evanston, Ill.
Book-Cadillac Hotel
W. E. Reed, sec.-treas.
Joe H. Reed, vice-pres.

EVERREADY MOTOR EQUIPMENT COMPANY, INC.
1629 Bedford Ave.,
Brooklyn, N. Y.
Detroit-Leland Hotel
Herman E. Tupper, pres.

EVERETT AVENUE AUTO PARTS CO.
234 Everett Ave.,
Chelsea, Mass.
Book-Cadillac Hotel
A. Rubin.

THE FARRAR-BROWN COMPANY, INC.
494 Forest Ave.,
Portland, Me.
Headquarters Not Announced
Christian Olesen, Jr., treas.

L. FELDMAN & CO., INC.
1725 S. Wabash Ave.,
Chicago, Ill.
Statler Hotel
L. Feldman, buyer.

FLEMING & ASHMAN, INC.
76 E. Huron St.,
Buffalo, N. Y.
Statler Hotel
W. A. Fleming, pres.
P. J. Fleming, vice-pres. and sales mgr.
W. J. Fleming, sec.-treas.
W. Downey, salesman.

FLINT AUTOMOTIVE SALES
1743 N. Saginaw St.,
Flint, Mich.
Headquarters Not Announced
W. H. Woodin, mgr.

FORNCROOK AUTOMOTIVE SUPPLY
1500 N. Saginaw St.,
Flint, Mich.
Detroiter Hotel
Lee W. Forncrook, owner.
Walter Hollowell, pur. and sales.
L. M. Welch, credits and sales.
Howard Jones, store sales.
Melvin Opie, city sales.
Dallas Evans, city sales.
Howard Atkins, county sales.
Harland Williston, county sales.
B. F. Egan, Lansing branch mgr.

FRANK'S PISTON SERVICE
108 S. Washington St.,
Marion, Ind.
Headquarters Not Announced
Frank J. Sturm, owner.
Antoinette Sturm.

FULD & FULD, INC.
1485 First Ave.,
New York city.
Book-Cadillac Hotel
Arthur Fuld, sec.
Charles Mihalek, sales mgr.
Fred Zicha, salesmen.

GAUL DEFR & SHEARER COMPANY
Philadelphia, Pa.
Statler Hotel
George B. Shearer, Jr., pres.
Mike Shariro, sec.

GENERAL AUTO SUPPLY COMPANY
210 W. Biddle St.,
Baltimore, Md.
Headquarters Not Announced
M. L. von Briesnen, prop.

GENERAL AUTOMOTIVE SUPPLY CO.
124 S. Cameron St.
Harrisburg, Pa.
Detroit-Leland Hotel
R. W. Shreiner, gen. mgr.
L. V. Good, sales mgr.

GLOBE MOTORISTS SUPPLY COMPANY
121 E. 3 St.
Mount Vernon, N. Y.
Detroit-Leland Hotel
E. J. Maxwell, sales mgr.
G. H. Kaplan, asst. P. A.

GORDON, INC.
1314 Albert St.
Racine, Wis.
Detroit-Leland Hotel
Harry N. Gordon, purchasing.
O. H. Jones, crg. of sales.
M. J. Shovers, sales.

GREEN BAY AUTO PARTS COMPANY
503 N. Monroe Ave.
Green Bay, Wis.
Book-Cadillac Hotel
P. R. McGinn, pres. and sales mgr.

GRINOLD AUTO PARTS, INC.
63-65 Elm St.
Hartford, Conn.
Statler Hotel
Ray U. Grinold, pres.

GUARANTEED GEAR SERVICE COMPANY
1714 S. Michigan Ave.
Chicago, Ill.
Webster Hall Hotel
Manford Myers, pres.

H. & E. STANDARD AUTO PARTS, INC.
3918 N. Crawford Ave.
Chicago, Ill.
Book-Cadillac Hotel
F. S. Heimbach, pres.

THE HARDWARE & SUPPLY COMPANY
475-535 S. High St.
Akron, Ohio.
Book-Cadillac Hotel
C. C. Welker, mgr. auto equipment dept.

HARRISBURG AUTOPARTS COMPANY
1025 Market St.
Harrisburg, Pa.
Book-Cadillac Hotel
J. A. Blessing, owner and mgr.

HART'S AUTOMOTIVE PARTS COMPANY
1250 Market St.
Chattanooga, Tenn.
Detroit-Leland Hotel
W. Russell Johnson, pur. agent.
R. Henry Hart, Jr., pres.

HAYNES AUTO SUPPLY COMPANY
201 E. 2 St.
Tulsa, Okla.
Statler Hotel
W. W. Haynes, pres.
William P. Junk, sales mgr.

HENDRIE & BOLTHOFF MFG. & SUPPLY COMPANY
1635 Seventeenth St.
Denver, Col.
Statler Hotel
John N. Crossawy, mgr. auto div.

HERBERG AUTO SERVICE, INC.
204 Main St.
Burlington, Vt.
Headquarters Not Announced
D. R. Herberg, vice-pres.
R. S. Morgan, counterman.

HERMANN-BROWNLOW COMPANY
South and Walnut,
Springfield, Mo.
Statler Hotel
W. A. Dyche, mgr. automotive dept.

HERSCH PARTS COMPANY
1966 East 55th St.,
Cleveland, O.
Book-Cadillac Hotel
Herman Hersch, pres.

HOFFMAN AUTO PARTS
237 W. Jefferson St.,
Butler, Pa.
Book-Cadillac Hotel
C. F. Hoffman, owner.

HOLZMAN TIRE & AUTO PARTS CO.
57-59 Everett Ave.,
Chelsea, Mass
Fort Wayne Hotel
Sam Holzman, pres.
Beatrice Holzman.

THE HUEBNER SUPPLY COMPANY
20-22 Erie St.,
Toledo, O.
Headquarters not announced.
Rudolph Huebner, sec.-treas.
Henry E. Huebner, pres.
Edwin J. Huebner, vice-pres.

T. T. HUTCHISSON COMPANY
Wheeling, West Va.
Statler Hotel
J. A. Blum, pres.
J. A. Blum, Jr., vice-pres.

IOWA AUTO MARKET, INC.
1319-19 Locust,
Des Moines, Ia.
Detroit-Leland Hotel
C. J. Trauener, pres.
F. O Jacobson, buyer.

A. JACOBY & SONS, INC.
8612 18th Ave.,
Brooklyn, N. Y.
Statler Hotel
Joseph Jacoby, purchasing agent.

JENKINS AUTOMOTIVE PARTS SERVICE, INC.
1519 Sumter St.,
Columbia, S. C.
Fort Shelby Hotel
E. A. Jenkins, pres.
Margaret Jenkins, sec.

ANDREW JOHNSON
1662 W. Division St.
Chicago, Ill.
Book-Cadillac Hotel
Earl M. Hylen, buyer.

JOHNSON BROS AUTO SUPPLY CO.
123 S. St. Francis,
Wichita, Kan.
Detroiter
Carl Johnson, vice-pres. and sales rep.

JOHNSON AUTO PARTS COMPANY
132 Sunflower Ave.,
Clarksdale, Miss.
Book-Cadillac Hotel
C. W. Sumrall, asst. buyer.

JOHNSTOWN AUTOMOBILE COMPANY
101-111 Main St.,
Johnstown, Pa.
Statler Hotel
G. L. Brown, sales mgr.
W. C. Dunmyer, sales dept.

(Continued on Page 16)

Men You Will Meet at the Joint Trade Show

Complete Directory of Parts and Accessory and Shop Equipment Company Representatives, Their Hotel Headquarters and Their Permanent Addresses

NON-EXHIBITORS AND THEIR REPRESENTATIVES

Jobbers

(Continued from Page 15)

JORDAN-WILLIAMS EQUIPMENT CO.
919 Holden Ave.,
Detroit, Mich.
Statler Hotel
Hayden R. Williams, pres.

K & G AUTO PARTS
397 Empire Blvd.,
Brooklyn, N. Y.
Statler Hotel
Lou Kretchmer, partner.
Max Granoff, partner.

KEEFE AUTO SUPPLY COMPANY
3019 Mont Ave.,
Billings, Mont.
Webster Hall Hotel
J. A. Keefe, pres. and mgr.

KELLEY HOW THOMSON COMPANY,
309-349 S. 5th Ave., West,
Duluth, Minn.
Statler Hotel
W. R. Hay, buyer.

KENTUCKY AUTO PARTS CO., INC.,
666 South 7th St.,
Louisville, Ky.
Book-Cadillac Hotel
S. B. "King" Sobbish.
Lee Harvey.

E. D. KIMBALL & CO.
2415 W. 19th St.
Chicago, Ill.
Statler Hotel
W. H. Cragile.

LEFRANCOIS & CHAMBERLAND, INC.
33-37 Strongs Ave.,
Rutland, Vt.
Book-Cadillac Hotel
O. J. Lefrancois.
Wallace Prior, counter salesman.

LEHR AUTO SUPPLY CO., INC.
145 West 63d St.,
New York city.
Statler Hotel
Ben Lehr, gen'l mgr.

LEWIS AUTOMOTIVE EQUIP. CO.
38-42 Portland St.,
Worcester, Mass.
Statler Hotel
W. C. Lewis, pres.

THE LEWIS MOTOR PART CO.
27 E. 2d St.,
Dayton, O.
Statler Hotel
F. M. Lewis, pres.
L. P. Marshall, treas.-sales mgr.
O. E. Young, buyer.
Hal Miller, vice-pres.

LITE SALES CORP.
1416 Boston Road,
Bronx, N. Y.
Statler Hotel
David E. Levy, pres.
Sam Levy, sec. and treas.
Joseph Sacks, vice-pres.

LITTLEFIELD-GREENE CORP.
588 Commonwealth Ave.,
Boston, Mass.
Statler Hotel
Elmer W. Littlefield, pres.
Ralph P. Greene, vice-pres.-treas.

LITTREL PARTS COMPANY
317 E. Main St.,
Medford, Ore.
Detroit-Leland Hotel
E. A. Littrell, Jr., pres.

R. VINCENT LORD AUTOMOTIVE PARTS, INC.
14-16 Montgomery St.,
Middletown, N. Y.
Fort Shelby Hotel
R. Vincent Lord, pres.
Donald J. Holcomb, buyer.

LYMAN MOTOR PARTS CO.
45 Portland St.,
Worcester, Mass.
Headquarters Not Announced
H. D. Lyman, prop.

THE M. & M. COMPANY
500 Prospect Ave.,
Cleveland, O.
Statler Hotel
J. C. McLean, pres.
A. J. Wisneski, purchasing agent.

MAGIC AUTO SUPPLY CO.
357 Asylum St.,
Hartford, Conn.
Not Decided
Harry Kone, purchasing agent.
Alfred M. Fichman, partner.

THE MANHATTAN RUBBER MFG. DIV., OF RAYBESTOS-MANHATTAN, INC.
61 Willet St.,
Passaic, N. J.
Book-Cadillac Hotel
Hubert F. Groendyk, mgr. automotive replacement division.

J. H. M'CULLOUGH & SON
1248 N. Broad St.
Philadelphia, Pa.
Headquarters Not Announced
George L. Fischer, vice-pres.

M'KEESPORT AUTO PARTS COMPANY
604 Market St.
McKeesport, Pa.
Fort Shelby Hoel
Robert Samuels, mgr.
David Samuels, asst. mgr.
Meyer Samuels, asst. mgr.

M. & G. AUTO SUPPLY
504 Bergen Ave.
Jersey City, N. J.
Statler Hotel
Meyer Gladstein, pron. & buyer.
Mollie Gladstein, asst. buyer.

WILLIAM T. MANNING COMPANY
42 Third St.
Fall River, Mass.
Book-Cadillac Hotel
William T. Manning, prop.
John J. Dunn, buyer.
Edward F. O'Gara, machinist.
William T. Manning, Jr., counterman.
John Mahoney, outside salesman.

WILLIAM H. METZ CO.
1406-9-10 Grand Ave.
Des Moines, Ia.
Statler Hotel
Wm. H. Metz, pres. and gen. mgr.

WILLIAM T. MICHAELSEN AUTO SUPPLY
680-2 Anderson Ave.
Grantwood, N. J.
Headquarters Not Announced
William T. Michaelsen, prop.

MILLER AUTO SUPPLY & EQUIPMENT COMPANY, INC.
205 East 9th St.
New York City.
Hotel Statler
Morris Miller, pres.
Nat R. Borden, replacement parts mgr.

MODERN AUTO PARTS COMPANY
117 N. Eighth St.
Sheboygan, Wis.
Detroit-Leland Hotel
Rance P. Loop, pres.
Martin A. Schoening, buyer.

MONARCH AUTO SUPPLY COMPANY
722 Scott Blvd.
Covington, Ky.
Detroit-Leland Hotel
J. J. Bosshammer, pur. agent.
H. M. Bosshammer, sales mgr.
B. F. Keam, gen. mgr.

D .MELLIN MORAN
4603 W. Jefferson Ave.
Ecoise, Mich.
Headquarters Not Announced
D. M. Moran, owner.
R. Moran, sales mgr.
C. F. Mellin, gen. mgr.

MOTOR PARTS COMPANY OF AMERICA, INC.
2419 Indiana Ave.
Chicago, Ill.
Book-Cadillac Hotel
R. A. Kiken, vice-pres. and gen. mgr.
R. N. Eckland, store mgr.
F. C. Lahn, store mgr.
C. J. Hendricks, store mgr.
C. N. Bradley, stode mgr.

MOTIVE PARTS CO. OF PENNSYLVANIA
6352 Penn Ave.
Pittsburgh, Pa.
Book-Cadillac Hotel
E. M. Sheehan, pres.

THE MOTOR ACCESSORIES COMPANY
1041 Hamilton St.
Allentown, Pa.
Statler Hotel
E. T. Satchell, sec. and treas.
William N. Rohrmach, sales mgr.

MOTOR & AXLE PARTS COMPANY
927 N. E. First Ave.
Miami, Fla.
Detroit-Leland Hotel
R. B. Maddox, owner.

MOTOR & AXEL PARTS SERVICE, INC.
6756 South Chicago Ave.,
Chicago, Ill.
Book-Cadillac Hotel
D. C. Anderson, pres.
F. A. Brusek, vice-pres.
F. A. Dwyer, branch mgr.

MOTOR BEARINGS & PARTS COMPANY
Raleigh, N. C.
Fort Shelby Hotel
L. T. White, owner.

MOTOR CAR SUPPLY COMPANY
908 Kanawha St.,
Charleston, W. Va.
Statler Hotel
H. F. Shepherd, pres.
E. R. Young, sec.-treas.

THE MOTOR EQUIPMENT COMPANY
Wichita, Kan.
Fort Shelby Hotel
D. W. Huston, gen. mgr.

MOTOR GROUNDING & PARTS CO.
817 W. National Ave.,
Milwaukee, Wis.
Fort Shelby Hotel
H. H. Scherff, pres.

MOTOR SUPPLY COMPANY, INC.
Monroe, La.
Statler Hotel
Roy O. Hale, vice-pres.-buyer.

MOTOR SUPPLY COMPANY, INC.
2618 Fifth St.,
Meridian, Miss.
Statler Hotel
K. P. Allen, vice-pres. and sales mgr.

THE C. H MOUNTJOY PARTS COMPANY
515 5th St.,
San Antonio, Tex.
Headquarters not announced.
C. L. Garner, gen. mgr.
C. H. Mountjoy, sales mgr.

MUNTZ-WRIGHT COMPANY
Greenville, Pa.
990 Lakeside Drive, Grosse Point, Mich.
C. W. Muntz, sec.-treas.
P. W. Murtz, vice-pres.

NATIONAL AUTO SUPPLY CO., INC.
320 North 9th St.,
Reading, Pa.
Statler Hotel
Wm. H. Schaefer, owner.

NATIONAL ELECTRICAL SUPPLY CO.
1330 New York Ave., N. W.,
Washington, D. C.
Statler Hotel
E. L. Burch, asst. mgr. auto dept.

D. G. NICHOLAS COMPANY
533-35 Wyoming Ave.,
Scranton, Pa.
Headquarters not announced.
D. G. Nicholas, pres.
W. Donald Maxley, mgr.

W. L. NORRIS COMPANY
110 Nelson St.,
Cadillac, Mich.
Edison Hotel
W. L. Norris, partner.
R. King, partner.

NORTHERN AUTOMOTIVE SUPPLY CO.
911 N. Water St.,
Bay City, Mich.
Book-Cadillac Hotel
O. M. Anderson, sec. and treas.
L. P. Kergen, pres.
Detroit-Leland Hotel
F. G. Titus, purchasing agent.

NORWOOD TIRE COMPANY
626-630 Broadway,
Long Branch, N. J.
Statler Hotel
David Peskoe, pres.

THOMAS C. OLSON COMPANY
609 E. Washington Ave.,
Madison, Wis.
Book-Cadillac Hotel
Thos. C. Olson, pres.

ORGILL BROTHERS HARDWARE CO.
Pear Street,
Jackson, Miss.
Headquarters Not Announced

ORLANDO GEAR & PARTS COMPANY,
4-1-405 West Central Ave.,
Orlando, Fla.
Detroit-Leland Hotel
G. H. Cox, mgr.

OSHKOSH AUTO PARTS, INC.,
919 S. Main St.,
Oshkosh, Wis.
Detroit-Leland Hotel
Carl G. Nebel, pres.

OZBURN, CROW & YANTIS COMPANY
610 Monroe Ave.,
Memphis, Tenn.
Statler Hotel
N. F. Ozburn, pres.
W. F. Crow, vice-pres.
M. L. Yantis, vice-pres.
Otto Synder, store supervisor.
C. M. Scates, general purchasing agent.

P. & M. ACCESSORY COMPANY
Galesburg, Ill.
Book-Cadillac or Detroit-Leland Hotel
R. M. Miller, mgr.
Fred Peterson, partner.
A. G. Miller, partner.
H. Voorhees, director of salesmen.

PARTS SERVICE COMPANY
353 North 57th St.,
Philadelphia, Pa.
Book-Cadillac Hotel
Alban T. Eavwnaon, 2d, pres.

PENNSYLVANIA RUBBER & SUPPLY CO.
2819 Prospect Ave.,
Cleveland, O.
Headquarters Not Announced
E. R. Seager.
N. F. Kaplan.
D. W. Smith.

PEORIA AUTO PARTS CO.
817-23 S. Adams St.,
Peoria, Ill.
Statler Hotel
Wm. F. Grawey, pres. and treas.

PERRY & SHERMAN, INC.
30-32 Genesee St.,
Utica, N. Y.
Fort Shelby Hotel
G. Perry, pres.
Gerald Sherman, vice-pres., treas.

PHILADELPHIA MOTOR ACCESSORIES COMPANY
3127-29 N. Broad St.,
Philadelphia, Pa.
Statler Hotel
D. D. Weiss, pres.
W. D. Harris, purchasing agent.

PHOENIX AUTO SUPPLY COMPANY
310 W. Van Buren,
Phoenix, Ariz.
Headquarters Not Announced
H. R. Askins, pres. and mgr.

PIPERBERG AUTO PARTS COMPANY
338-40 West Market St.,
York, Pa.
Book-Cadilac Hotel
David M. Piperberg, mgr.

PITTSBURGH AUTO EQUIPMENT CO.
5808-10 Baum Boulevard,
Pittsburgh, Pa.
Hotel Statler, Detroit
Chas. W. Vey, pres.
J. H. Callaway, sales mgr.

QUANRUD-BRINK & REIBOLD, INC.
Bismark, N. D.
Statler Hotel
Theo. Quanrud, pres.

THE RAYBESTOS DIVISION OF RAYBESTOS-MANHATTAN, INC.
1108-1110 5th Ave., North.
Birmingham, Ala.
Book-Cadillac Hotel
A. S. Butterworth, Southern sales mgr.

THE RAYBESTOS DIVISION OF RAYBESTOS-MANHATTAN, INC.
750 Washington Ave., North,
Minneapolis, Minn.
Book-Cadillac Hotel
Frank C. Allen, district mgr.

RELIABLE TIRE & ACCESSORY CO.
Muskegon, Mich.
Statler Hotel
H. L. Gwatkin, pres.
G. E. Richardson, sales mgr.

REPASS AUTO COMPANY
170-182 Park Ave., West.
Waterloo, Iowa.
Statler Hotel
T. C. Thompson, vice-pres.

RICHMOND AUTO PARTS COMPANY
724 W. Broad St.
Richmond, Va.
Book-Cadillac Hotel
H. B. Truslow, owner.
G. P. Peasley, Jr., salesman.

THE F. E. ROWE SALES COMPANY
372 So. Broadway.
Akron, Ohio.
Book-Cadillac Hotel
Sam F. Rule, gen. mgr.

M. H. RYKOSKI
920 Jacia.
New Orleans, La.
Book-Cadillac Hotel
H. M. Rykoski, owner.

SAUTER BROS. PARTS SERVICE
115-117 N. 5th St.
Clinton, Okla.
Detroit-Leland Hotel
Dean M. Sauter, mgr.
Irene E. Sayter, credits.

M. SCHAFFER, INC.
597 St. Ann's Ave.
New York.
Lexington Hotel
M. Schaffer, pres.

SCHEFFER & ROSSUM COMPANY
255 E. Third St.
St. Paul, Minn.
Detroit-Leland Hotel
J. H. Kramer, mgr. automotive division.

SCHEUFLER SUPPLY COMPANY
1912 Broadway.
Great Bend, Kan.
Book-Cadillac Hotel
George Scheufler, owner and mgr.

ALEXANDER-SEEWALD COMPANY
435 West Peachtree St., N. E.
Atlanta, Ga.
Statler Hotel
R. J. Alexander, pres.

SHERWOOD HALL COMPANY, LTD.
30-32 Ionia Ave., N. W.
Grand Rapids, Mich.
Statler Hotel
A. V. Hall, chairman.
Horace D. Shields, treas.

CHARLES SCHICK & CO.
153 West Hanover St.
Trenton, N. J.
oBok-Cadillac Hotel
H. F. Quick, gen. mgr.

SIDLES DUDA MYERS COMPANY
1228 P St.
Lincoln, Neb
Statler Hotel
C. L. Carper, gen. mgr.
J. L. Hickman, buyer.

L. C. SMITH BEARINGS & PARTS CO.
2633-35 S. Michigan Ave.
Chicago, Ill.
Book-Cadillac Hotel
L. C. Smith, pres.
B. E. Smith, vice-pres.
S. T. Smith, sec.
L. Marous

SMITH MACHINE COMPANY
211 S. Kansas St.
El Paso, Texas.
Headquarters Not Announced
John G. Oehsner, owner.

SOUTH MINNESOTA SUPPLY COMPANY
Mankato, Minn.
Statler Hotel
C. E. Lytle, mgr.

SOUTHERN BEARINGS & PARTS CO.
315 N. College,
Charlotte, N. C.
Book-Cadillac Hotel
J. H. Nortley.

SOUTHERN EQUIPMENT COMPANY
San Antonio, Tex.
Statler Hotel
Ellis Chantz, mgr.

SOUTHERN PARTS & BEARING CO.
Commerce at 12th St.,
Lynchburg, Va.
Fort Shelby Hotel
R. M. Myers, mgr.
Mrs. E. M. Myers.

SOUTHERN WHOLESALERS, INC.
1519-21 L St., N. W.,
Washington, D. C.
Book-Cadillac Hotel
W. E. O'Connor, pres.
Harry E Hyde, sales mgr.

SOUTH SHORE MOTIVE PARTS CO., INC.
270 Merrick Road,
Lynbrook, N. Y.
Book-Cadillac Hotel
George Korshin, pres.

SPARKS AUTO SUPPLY COMPANY
116 S. Neil St.,
Champaign, Ill.
Statler Hotel
Ray C. Sparks, owner.

STANDARD MOTOR PRODUCTS, INC.
10-24 46th Ave.,
Long Island City, N. Y.
Book-Cadillac Hotel
Elias Fife, pres.
Herman O. Rosenstein, sec.
Grant Hotel
Sam Campbell, salesman.
Irving J. Finke, salesman.
J. Fred Kenny, salesman.
T. G. McWhirter, salesman.
Harry Friedman, salesman.
Jack Friedlander, salesman.
George F. Siemers, salesman.

STOWE HARDWARE & SUPPLY CO.
1322-30 W 13th St.,
Kansas City, Mo.
Statler Hotel
Edw. O. Faeth, pres.
M. W. Woodward, buyer.

STURGIS AUTO SUPPLY COMPANY
124 W Chicago St.,
Sturgis, Mich.
Headquarters not announced.
F. M. Snyder, mgr.
W. E. Snyder.

SUPERIOR AUTO ACCESSORIES CO.
5117 Baum Blvd.,
Pittsburgh, Pa.
Statler Hotel
Max Bloom, buyer.
Herman Hartman, branch mgr.

J. M. TAYLOR AUTO COMPANY
Andalusia, Ala.
Statler Hotel
M. D. Taylor, partner-mgr.

THE TARBELL-WATTERS COMPANY
Bridge and Chestnut Streets,
Springfield, Mass.
Statler Hotel
L. H. Tarbell, treas.
J. S. Levwn, sales mgr.

TENN. AUTO PARTS COMPANY, INC.
149 Elk Ave.,
Elizabethton, Tenn.
Headquarters not announced.
Jos. H. Lyman, pres.

TERRE HAUTE HEAVY HARDWARE CO.
545-49 North 13th St.,
Terre Haute, Ind.
Statler Hotel
W. L. Nickamp, mgr.
A. C. Johnson, buyer.

TEXAS AUTO PARTS, INC.
2712-14 Main St.,
Dallas. Tex.
Headquarters not announced.
A. C. Hendra, pres.

TOWERS MOTOR PARTS CORP.
286 Central St.,
Lowell, Mass.
Book-Cadillac Hotel
Edwin Braverman, pres.
William Levine, treas.

TRIANGLE GEAR & PISTON RING CORP.
1649 Webster Ave.,
New York city.
Headquarters Not Announced
Marvin Weissberger, treas.

TRIANGLE MACHINE CO.
3650 N. Ashland Ave.,
Chicago, Ill.
Fort Shelby Hotel
L. F. Guenther, sec. and treas.
L. E. Bosshart, pres.

THE TYLER LOWERY CO.
705 Saginaw St.,
Bay City, Mich.
Palmetto Hotel
L. Fay Tyler, pres.
T. J. Lowery, sec.-treas.
A. E. Sharp, buyer.

THE UNION SUPPLY CO.
Toledo, O.
Headquarters Not Announced
J. G. Cassels, sales mgr.
R. J. Saelzler, purchasing agent.

UNIVERSAL AUTOMOTIVE SUPPLY CO.
4011 Washington Blvd.,
Chicago, Ill.
Statler Hotel
Frank J. Brichacek, pres.
Albert P. Gudgeon, purchasing agent.

UTICA GEAR & AUTO PARTS CORP.
401 Main St.,
Utica, N. Y.
Book-Cadillac Hotel
Jos. Samuels, pres. and treas.

WAGNER ELECTRIC CORP.
6400 Plymouth Ave.,
St. Louis, Mo.
Book-Cadillac Hotel and 5535 Woodward Ave., Detroit, Mich.
V. Pasher, mgr. automotive div.
W. P. Todd, service rep.
F. T. Armstrong, Detroit engineer, automotive div.
J. H. Dever, service supervisor.
Burns Dick, chief eng.
J. R. Rose, service dept.
P. K. Winter, mgr. New York service branch.
J. L. Pasher, mgr. Pittsburgh service branch.

WAITE AUTO SUPPLY CO.
560 Westminster St.,
Providence, R. I.
Statler Hotel
E. D. Waite, pres. and treas.

WALTERS DISTRIBUTING COMPANY
Mineola, N. Y.
Statler Hotel
Howard S. Walters, pres.
Bartlett R. Bennett, sec.

WARD DOSSETT FLOYD CO.
313 Washington St.,
Waco, Tex.
Statler Hotel
F. H. Floyd, vice-pres., in charge of sales.

WATERHOUSE-LESTER-SCOVEL COMPANY, LTD.
636 Van Ness Ave.,
San Francisco, Cal.
Norton-Palmer Hotel
A. F. Lemberger, director.

WHARTON BARNARD
Milford, Del.
Statler Hotel
R. C. Barnard.

LOUIS H. WEINER
318 Crown St.,
New Haven, Conn.
Statler Hotel
Louis H. Weiner, pres.
Alex. Hemmelfaet, vice-pres.

WHEELS, INC.
630 W. 52d St.,
New York city.
Detroit Athletic Club
John P. Creamer, treas.

WHIPPLES, INC.
Water St. at Henry.
Binghamton, N. Y.
Statler Hotel
H. C. Valley, sec.
L. R. Meaker, parts buyer.

WENNEBOG AUTO REPLACEMENT CO
1001 W. Wennebogo St.,
Milwaukee, Wis.
Book-Cadillac Hotel
Sam. Shermow, pres.

KARL WINTER
South State St.
Salt Lake City, Utah.
Book-Cadillac Hotel
Karl Winter.

WYOMING AUTOMOTIVE COMPANY
500 E. Yellowstone Ave.
Casper, Wyo.
Statler Hotel
W. F. Wilkerson, pres. and mgr.

YAKIE SUPPLY COMPANY
225-29 Austin Ave.
Port Arthur, Texas.
Fort Shelby Hotel
August O. Yakie, owner.

YORK AUTO PARTS COMPANY, INC.
241-243 George St.
York, Pa.
Book-Cadillac
Harvey W. Strayer, pres.

THE YORK SUPPLY COMPANY
527 East Third St.
Dayton, Ohio.
Statler Hoel
A. Z. Heller, vice-pres.
R. H. Brown, pur. agent.
(and possibly)
C. H. York, gen, mgr.

YOUNG AUTOMOTIVE SUPPLY CO.
9914-18 Charlevoix Ave.
Detroit, Mich.
Headquarters Not Announced
B. F. Young, pres.
E. C. Young, sec. and treas.

E. S. YOUSE COMPANY, INC.
826-830 Franklin St.
Reading, Pa.
Statler Hotel
H. M. Woelfly, pres.
H. U. Zerbe, sales mgr.

Associations

MOTOR AND EQUIPMENT WHOLESALERS ASSOCIATION
400 West Madison St.
Chicago, Ill.
Statler Hotel
B. W. Ruark, gen. mgr.
W. C. M. Lawrie, asst. gen. mgr.
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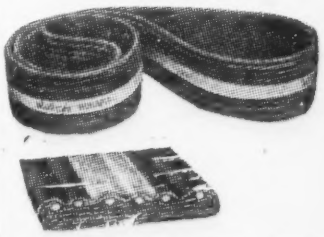


L. H. Gilmer Company, Tacony, Philadelphia, Pa., is exhibiting its new Kable Kord belt for tractors, compressors, pumps, farm and garage machinery. Kable Kord is made both endless and in rolls in various sizes and weights.

CLASSIFIED ADVERTISEMENTS IN THE AUTOMOTIVE DAILY NEWS BRING RESULTS

20 Body Types Offered In Buick's 1933 Line

(Continued from Page 10)

boards are lined with celotex, and well-fitted rubbers are provided at pedal openings. Interior sun visors on dual brackets are provided. There are also fitted to doors of closed models a new type of button lock, arranged to show at a glance whether or not doors are locked.

Models provided with trunks have the latter built in. Lower body moldings are somewhat curved and approximately parallel the line formed by the lower edge of the running board and the molding formed at the lower edge of the fender skits. This molding or head is carried around the lower lines of all fenders. Bumpers are wide, single-bar types, being tapered from center to ends and bent into an arc, as viewed in plan. The radiator grill approximates a eliptical form as seen in front elevation. Its center bar tapers from the filler cap downward and is tilted somewhat backward, harmonizing nicely with the narrow plated molding which forms the contour of the grill itself. Dual horns are fitted, and are placed below the headlamps and close to the radiator. The front license plate bracket is not in front of the radiator, but is offset to the right just below the fender. There is a small parking light on each front fender.

Stamped hood-doors with chromium-plated fittings take the place of louvres. Hood latches are centrally located and the tongues with which the latch rods contact are made adjustable to insure a tight and non-rattling contact. The larger tools are attached by spring clips to a panel under the front seat and thus are prevented from rattling.

It will thus be seen that much has been done to make the 1933 Buicks attractive, quiet, comfortable and substantial. Although the lines are conservative, there are many modern touches that add sales appeal.

CONTINENTAL

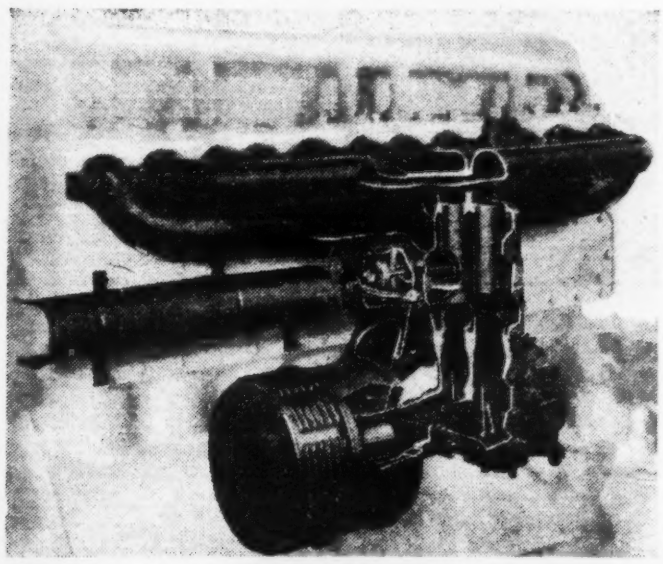
The Continental Motors Corporation has an extensive display at the joint trade show of the National Standard Parts Association and the Motor and Equipment Manufacturers Association.

This exhibit, in spaces 252 and 253, consists of engine models E-600, 20-R and 25-A, specially designed for truck service. In addition, there is a sectional motor cutaway to show working parts, together with various truck, passenger car and air craft parts and a Continental illuminated parts board.

STOVER MFG. CO.

The Stover Manufacturing and Engine Company is exhibiting at the joint show a full line of cast iron, aluminum alloy and invar strut pistons, cylinder sleeves, cylinder heads and Ford parts, such as manifolds, flywheels, transmission and clutch housings.

A new item in this company's line which will make its initial appearance at the show is the Stover-Swartz motor-driven press. This device is designed for installing cylinder sleeves.



CUT-AWAY view of the 1933 Buick manifolding system shows details of the manifolding system, and particularly that of the new automatic heat control. The tube-shaped pipe attached to the engine under the manifolds draws cool air direct from in back of the radiator and directs it on the thermostat located at its rear end. This automatic control replaces the manually operated control formerly used by Buick

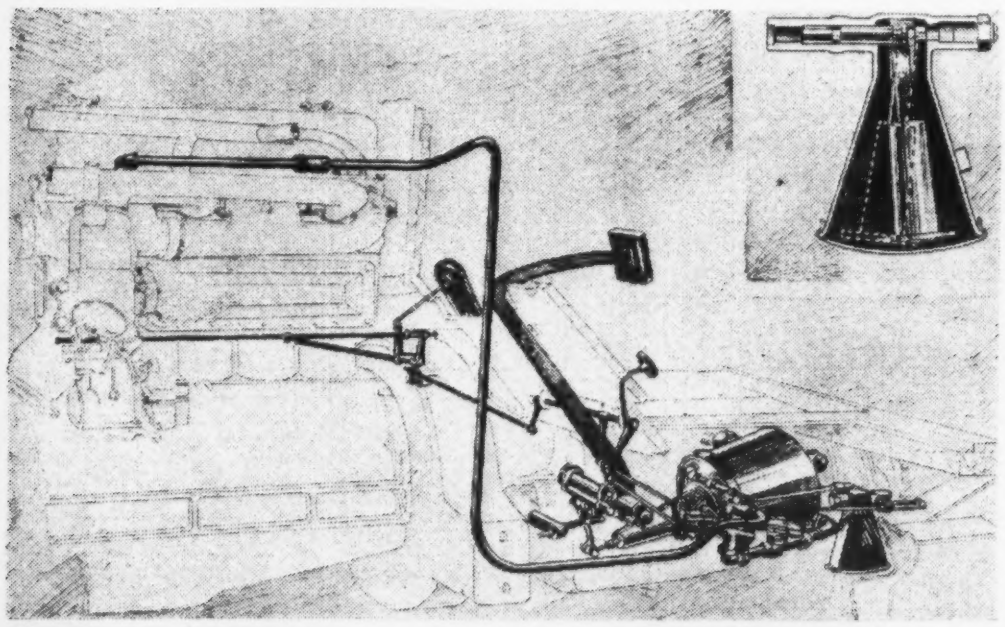


DIAGRAM view of the automatic clutch hook-up onthe 1933 Buicks. The Buick automatic clutch hook-up and mechanism is improved this year with the addition of the pendulum control. A cut-away view of this pendulum is seen in the upper right corner

Buick 8 Specifications at a Glance

	33—50	33—60	33—80	33—90
Wheelbase	119	127	130	138
Weight	3866	4401	4817	4901
Tire size	17x6.00 4 ply.	17xx6.50 4 ply	17 x 7.00 6 ply	17x7.00 6 ply
Bore and stroke	2 13/16 x 4¼	3 1/16 x 4⅝	3 5/16 x 5	3 5/16 x 5
Piston displacement	230.4	272.6	344.8	344.8
Horse power, high compression	86@3200	97@3200	113@3200	113@3200
Horse power, low compression	83	91	105	105
S. A. E. rated horse power	27.61	30.02	35.12	35.12
Transmission	Synchronizing	Helical	Intermediate	Sliding Low and Reverse
Clutch	Dry Plate	Dry Plate	Dry Plate	Dry Plate
Number driven disks	One	One	Two	Two
Rear axle	Semi-floating	¾ Floating	¾ Floating	¾ Floating
Number teeth in ring and pinionn	47—10	46—10	47—11	48—11
Gear ratio	4.7—1	4.6—1	4.273—1	4.363—1
Chassis springs	Semi-elliptic	Semi-elliptic	Semi-elliptic	Semi-elliptic
Length (front)	36⅞	36⅞	37⅝	37⅝
Length (rear)	56	55¾	58⅞	58⅞

VAN NORMAN

The Van Norman Machine Tool Company, Springfield, Mass., will make a complete showing of its comprehensive lines in 800 square feet of floor space. Among the features of the exhibit are the following:

The four models of piston grinders, which now comprise our line of piston grinders. Each machine will be equipped with the new cam grinding unit. All these piston grinders are now available either with or without cam grinding units.

The exhibit will include also the No. 444 Ford special piston attachment, which will fit on any Van Norman piston grinder and which enables the operator to duplicate exactly the Ford specifications on models B and V8 Fords.

The new Van Norman A-lign-o will be shown. This is the first time this machine has been exhibited. The A-lign-o is a new style connecting rod aligner having the following features:

(a) Universal arbor.

(b) Capacity of machine enables operator to test and straighten all connecting rods from Austin to Mack truck sizes.

(c) Connecting rods may be tested and straightened: (1) with piston mounted; (2) with piston removed; (3) with offset connecting rod; (4) whether pistons are cam ground, tapered, out of round or straight.

(d) Connecting rods may be tested and straightened on the machine without any strain on arbor of machine and the rod can be tested as it is being straightened.

Stage Set for Joint Trade Show Opening in Detroit

(Continued from Page 1)

are several foreign countries, by the manufacturers and jobbers of automotive parts, tools, equipment and supplies.

In the meantime the advance guard of delegates to the third annual joint trade show of the N. S. P. A. and the M. E. M. A. are pouring into this capital of motordom. By the time the show opens December 5, to continue until December 10, there will be a host of more than 12,000 representatives of manufacturing and wholesaling organizations in the parts and accessories field, temporarily domiciled in this city. This is a substantial increase over the 8,400 checked in at Atlantic City last year.

At the first general N. S. P. A. session this morning Mayor Murphy welcomed the visitors to Detroit, and after the usual preliminaries the meeting was addressed by A. R. Sandt, director of marketing research for the association, and Alexander Wall of Robert Morris Associates of Lansdowne, Pa., the former talking on "The Facts About Car Manufacturer Competition in the Service Parts Market" and the latter on "Knowing Your Business through Ratios."

Two meetings were held in the afternoon, one a jobbers' divisional session and the other a manufacturers' divisional conclave. In the evening general session Judge J. W. Van Allen of Buffalo was the chief speaker. L. H. Phelps, Phelps-Roberts Corporation, Washington, D. C.; A. E. Pouliot, National Bushing & Parts Company, Minneapolis; Oscar M. Anderson, Northern Automotive Supply Company, Bay City, Mich., and H. L. Coggins, Patterson Parts Inc., San Francisco, also spoke.

John W. Van Allen, association counsel, Buffalo, N. Y., stated that the anti-trust laws have made of the distribution system of the United States a distorted, disabled instrument of commerce and created a chaos from which industry must be extricated if business is to function properly in this country. Mr. Van Allen, however, approved that part of the anti-trust laws which prohibits agreements between producers, placing the fault of the anti-trust laws on the restrictive provisions whereby a producer cannot contract with his own distributors to maintain uniform prices to consumers.

The National Standard Parts Association has just released its new membership roster, including 277 jobber members, providing representation in 363 cities in the United States, Canada and overseas, with 525 stores. In the manufacturers' section appear the names of 180 concerns, including five recently elected manufacturer members as follows: Emark Battery Corporation, Kearny, N. J.; Hutto Engineering Company, Inc., Detroit, Mich.; Ohio Cushion Plate Company, Cleveland, O.; the Potter Company, North Chicago, Ill., and York Corrugating Company, York, Pa.

"In the face of conditions which have caused the complete disorganization of many trade associations in the past year or two," says E. P. Chalfant, executive vice-president of the N. S. P. A., "I feel that our active membership total of 457 concerns constitutes a record of which the industry can well be proud."

A report on the activity in the parts, accessory and service equipment field during October, which was issued today by the Motor and Equipment Manufacturers Association, shows a slight upward trend over September. A summary of the report issued by the association is as follows:

"Early delivery of parts and accessories to complete vehicle manufacturers for original equipment and a more than seasonal increase in shipments of accessories to wholesalers furnished the bright spots in October business of M. E. M. A. members. The result was an increase of four points in the grand index of all shipments, this figure going to 39 per cent. of the base from 35 for September. Last October the grand index stood at 57 per cent. of the base, but it had fallen to this figure from 67 per cent. for September.

"Original equipment shipments gained four points in October, to go to 26 per cent. of the base from 22 per cent. in September. Last year there was a drop between September and October, and the tables show that there also were drops between these months in 1930 and in 1929.

"Accessories shipments to wholesalers went up 19 points to 85 per cent. of the base, to compare with 56 for September and 80 for September last year. While there has been an increase in shipments of accessories at this time each year, the tables for 1929, 1930 and 1931 indicate that this year's increase is more than seasonal. Most of the increase can be attributed to shipments of winter merchandise.

"Shipments of service parts to wholesalers dropped 9 points to 91 for October, to compare with 99 for September and 129 for October a year ago. Service equipment shipments for October also showed a drop, going to 36 from the figure of 42 for September and 69 for October a year ago."

THERMOID

The Thermoid Rubber Company, Trenton, N. J., is showing a complete line of brake lining, roll and set; brake blocks, segments, clutch facings, universal joint disks, tubular couplings, metallic sheet packing, asbestos packing, fan belts, radiator hose, valve plate gaskets, etc.

Two brand-new items that will be on exhibition for the first time are a booster brake hose and a molded car-heater hose.

NEW PASSENGER CAR REGISTRATIONS FOR FIRST

Make of Car	Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Mass'setts	Michigan	Minnesota	Mississippi	Missouri	Montana	Nebraska
Auburn Group	57	8	15	1114	140	188	7	117	41	28	1030	394	94	99	114	65	30	237	463	300	127	3	472	26	46
Auburn	57	8	15	1089	137	187	7	113	40	27	1003	374	91	96	112	64	29	234	458	294	125	3	462	24	46
Cord				25	3	1		4	1	1	27	20	3	3	2	1	1	3	5	6	2		10	2	
Chrysler Group	865	318	738	11546	1639	3291	352	1671	1462	280	11494	5419	2297	1744	2242	978	1044	2209	7254	8099	3527	337	6236	579	1073
Chrysler	168	24	86	1837	245	418	85	271	251	32	1655	604	272	181	321	94	102	353	959	1070	565	45	622	83	167
De Soto	72	70	46	2212	93	464	41	102	110	32	1847	1141	203	219	268	114	68	314	638	1487	271	35	1028	68	60
Dodge	113	70	197	1986	271	402	23	175	296	58	1731	789	494	302	384	303	171	334	1015	1089	419	58	980	85	195
Plymouth	512	154	409	5511	1030	2007	203	1123	805	158	6261	2885	1328	1042	1269	467	703	1208	4642	4453	2272	199	3606	343	651
Ford Group	2042	592	2287	17390	2398	2650	697	3289	3760	549	11451	6066	4544	3570	3370	2961	1558	3656	10415	19384	5456	1664	7767	971	3229
Ford	2036	588	2281	17088	2386	2610	686	3263	3740	548	11215	6013	4521	3555	3349	2943	1548	3643	10254	19167	5403	1659	7684	969	3212
Lincoln	6	4	6	302	12	40	11	26	20	1	236	53	23	15	21	18	10	13	161	217	53	5	83	2	17
Gen'l Mot. Group	3668	977	3383	20868	3981	6911	1508	5057	6262	854	24041	11281	8405	6491	5269	4529	3456	8168	19808	19580	10861	3127	17174	1877	5079
Buick	257	147	148	3207	558	1102	200	415	516	73	2475	919	456	383	294	258	408	511	2733	1855	752	95	1252	170	331
Cadillac	19	9	7	517	33	145	25	37	53	4	511	72	28	36	22	50	31	59	234	376	60	1	119	6	18
Chevrolet	3114	694	3047	13878	2871	4133	1004	4049	5086	701	16195	8269	6690	5168	4471	3852	2198	6534	12114	13313	8230	2909	13319	1383	3961
La Salle	6	3	5	324	20	97	14	28	23	1	339	40	19	15	9	14	34	38	252	192	51	2	92	1	17
Oldsmobile	48	53	26	1081	108	372	74	80	177	28	1866	792	362	209	111	129	201	216	1413	1622	636	41	836	57	213
Pontiac	224	71	150	1861	391	1062	191	448	407	47	2655	1189	850	680	362	226	584	810	3062	2222	1132	79	1557	260	539
Hudson Group	94	66	31	1726	324	699	71	400	207	44	1836	1096	696	540	366	80	491	525	2734	3038	590	21	853	115	199
Essex	75	47	26	1187	248	573	58	283	148	28	1355	785	523	377	303	60	387	396	2159	2309	400	17	670	73	135
Hudson	19	19	5	539	76	126	13	117	59	16	481	311	173	163	63	20	104	129	575	729	190	4	183	42	64
Studebaker Group	162	118	75	4744	372	776	87	172	457	49	2763	1276	496	413	446	271	388	591	2078	1502	847	130	945	120	328
Pierce-Arrow	1		2	221	23	49	3	16	21		215	28	6	25	11	7	11	36	196	85	21	2	115	5	4
Rockne	76	60	30	1986	132	310	42	63	194	24	769	527	249	194	242	153	195	262	763	727	349	70	309	37	165
Studebaker	85	58	43	2537	217	417	42	93	242	25	1779	721	241	194	193	111	182	293	1119	690	477	58	521	78	159
Willys-Ov'd Group	171	25	32	1061	244	244	46	128	154	36	1755	887	554	403	364	94	138	303	756	678	671	57	1007	95	389
Willys-Overland	156	20	30	672	222	210	44	115	142	27	1558	843	523	371	323	85	119	264	602	620	604	43	890	78	356
Willys-Knight	15	5	2	389	22	34	2	13	12	9	197	44	31	32	41	9	19	39	154	58	67	14	117	17	33
Non-Affili'd Mfrs.																									
De Vaux	2	4	1	269	23	9		7	4	8	92	33	33	3	13	18	9		16	94	4	1	29	11	7
Franklin	2	1	1	61	8	46	3	45	24	1	106	37	3	10	12	12	13	25	111	12	8	1	29	8	4
Graham	12	1	56	1156	94	282	7	159	113	35	877	302	96	86	63	54	78	168	491	782	278	14	404	22	78
Hupmobile	45		21	603	41	127	12	68	131	3	647	186	60	65	85	42	30	110	521	852	208	29	289	10	46
Marmon	1			49	9	20	1	81	23		74	116	4	7	32	3	5	3	47	65	5		85	6	4
Nash	64	70	79	1288	184	402	66	96	129	53	1423	260	213	157	97	281	220	261	1578	414	315	93	541	92	103
Packard	33	19	12	677	56	289	42	69	85	1	839	138	85	32	81	52	87	175	645	453	191	9	202	7	31
Reo	23	2	16	257	24	101	1	34	23	7	207	54	38	21	39	12	35	50	223	313	76		128	12	26
Miscellaneous	50		2	349	45	16	22	603	166	10	223	64	30	28	36	94	5	64	139	77	43	15	111	24	10
State Totals	7291	2201	6749	63158	9582	16051	2922	11996	13041	1958	58858	27609	17648	13669	12629	9546	7587	16545	47279	55643	23207	5501	36271	3975	10652

NEW PASSENGER CAR REGISTRATIONS FOR FIRST

Make of Car	Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana	Nebraska
Auburn Group	62	32	10	3224	251	599	31	271	114	51	2989	1048	298	131	180	99	121	331	1486	1066	407	7	755	56	114
Auburn	57	32	9	3151	235	586	31	251	104	47	2786	971	284	117	169	88	119	317	1449	1018	390	6	707	52	106
Cord	5		1	73	16	13		20	10	4	203	77	14	14	11	11	2	14	37	48	17	1	48	4	8
Chrysler Group	1058	505	1131	14228	1721	4063	400	1985	1759	642	13604	7018	4160	2083	3424	1520	1602	2422	8286	11533	5316	506	5606	960	2158
Chrysler	264	79	211	3181	366	955	195	582	406	110	3056	1210	813	326	761	332	317	610	2082	1970	1192	163	996	254	422
De Soto	107	96	67	2658	97	807	28	121	155	93	1947	1432	293	188	288	236	124	238	561	1182	351	36	575	137	108
Dodge	215	140	379	3603	546	1081	31	336	553	188	3874	1550	1250	668	896	470	413	460	2293	2682	901	129	1569	210	515
Plymouth	472	190	474	4786	712	1220	146	946	645	251	4727	2826	1804	901	1479	482	748	1114	3350	5699	2872	178	2466	359	1113
Ford Group	4844	1704	3278	40620	4690	6646	1482	7710	8836	1623	31073	13034	11442	6940	7401	5293	3877	7361	25260	28162	10926	3439	15216	2231	7727
Ford	4838	1699	3275	40291	4675	6595	1472	7679	8808	1620	30743	12983	11408	6927	7377	5373	3866	7332	25075	27988	10883	3434	15135	2228	7708
Lincoln	6	5	3	329	15	51	10	31	28	3	330	51	34	13	24	20	11	29	185	174	43	5	81	3	19
Gen'l Mot. Group	6303	2065	4324	45371	7692	12721	2236	9795	10922	2160	46202	21223	19989	12859	10436	7020	6055	13130	31635	35643	20723	4497	26753	3407	11111
Buick	434	298	203	6759	990	1945	315	753	874	160	4706	1765	1073	798	439	326	744	998	4684	3451	1365	194	1935	317	706
Cadillac	23	17	29	1064	48	328	41	64	71	2	848	150	73	50	31	29	67	79	552	589	109	3	171	10	24
Chevrolet	5556	1528	3783	31418	5659	7476	1436	7800	8952	1800	30039	15151	15534	10149	9012	6044	3690	10028	19245	23493	15772	4074	20654	2530	9094
La Salle	18	7	24	498	38	191	34	39	46		643	87	49	30	26	25	57	60	543	259	77	4	129	15	12
Oldsmobile	59	111	66	1854	263	748	119	228	357	65	4044	1657	1052	420	206	195	415	393	2320	3382	1229	43	1296	129	425
Pontiac	213	104	219	3778	694	2033	291	911	622	133	5922	2413	2208	1412	722	401	1082	1572	4291	4469	2171	179	2568	406	850
Hudson Group	92	91	55	2629	591	1335	139	760	378	94	3238	1880	1368	984	705	252	1130	860	4945	4290	1201	64	1291	260	362
Essex	63	48	40	1426	345	889	94	468	227	50	2231	1331	908	614	530	157	831	613	3654	3025	772	41	959	154	241
Hudson	29	43	15	1203	246	446	45	292	151	44	1007	549	460	370	175	95	299	247	1291	1265	429	23	332	106	121
Pierce-Ar'w Group	195	141	74	4980	434	922	59	290	540	120	3294	1371	691	505	368	332	405	607	2413	1067	979	172	1068	171	558
Pierce-Arrow	2	3	3	361	37	137	5	29	45		285	43	9	18	20	26	10	53	373	51	57	3	150	6	6
Studebaker	193	138	71	4619	397	785	54	261	495	120	3009	1328	682	487	348	306	395	554	2040	1016	922	169	918	165	552
Willys-Ov'd Group	292	65	118	2424	614	482	80	267	198	145	2621	1682	1643	817	887	145	366	494	1423	1670	1580	101	2244	245	892
Willys-Overland	271	55	109	1766	565	382	65	230	176	129	2185	1568	1540	740	801	118	326	418	1046	1490	1419	87	2039	219	785
Willys-Knight	21	10	9	658	49	100	15	37	22	16	436	114	103	77	86	27	40	76	377	180	161	14	205	26	107
Non-Affili'd Mfrs.																									
*De Vaux	4	24		1046	51	92	5	20	23	39	212	55	127	11	41	23	31	6	149	427	40		34	30	20
Franklin	5	2	2	227	10	103	9	58	31	6	201	44	14	16	10	16	34	61	297	12	15	2	47	21	9
Graham	43	6	101	1527	206	430	9	353	166	66	1151	422	262	157	105	84	148	282	621	856	482	34	570	32	159
Hupmobile	68	38	21	1112	85	350	12	125	229	12	1185	401	222	86	213	124	93	270	909	556	524	69	453	53	113
Marmon	40	5		186	68	99	4	83	40	1	352	355	55	65	114	43	37	31	201	218	45	5	342	34	33
Nash	111	154	110	2659	364	816	70	260	280	111	2690	629	551	356	178	416	431	518	2579	759	631	195	975	148	235
Packard	47	31	11	1133	74	461	75	112	75	10	1358	201	139	60	95	60	114	215	931	587	316	14	294	10	62
Reo	27	6	18	484	46	160	2	78	38	23	382	118	89	86	69	20	61	90	373	406	150	3	147	44	35
Miscellaneous	13	15	28	1736	262	107	65	157	42	65	1020	271	326	181	138	33	51	225	423	465	389	7	513	92	135
State Totals	13204	4884	9281	123586	17159	29386	4678	22324	23671	5168	111572	49752	41376	25337	24364	15580	14556	26903	81931	87717	43724	9115	56308	7794	23723

*Seven months' report.

TEN MONTHS OF 1932 BY GROUPS AND STATES

Make of Car	Nevada	N. Hampshire	New Jersey	New Mexico	New York	No. Carolina	No. Dakota	Ohio	Oklahoma	Oregon	Penn'vania	Rhode Island	So. Carolina	So. Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Dist. of Col.	Line Total	Group Total
Auburn Group	**8**	**38**	**532**	**5**	**2225**	**109**	**5**	**843**	**96**	**36**	**1001**	**78**	**42**	**10**	**77**	**225**	**29**	**49**	**107**	**91**	**90**	**252**	**15**	**285**		**11,463**
Auburn	8	38	510	5	2107	109	5	825	96	36	984	78	41	10	77	223	28	49	101	86	85	250	14	282	11138	
Cord			22		118			18			17		1			2	1		6	5	5	2	1	3	325	
Chrysler Group	**229**	**908**	**7819**	**222**	**27374**	**1668**	**432**	**11784**	**2061**	**965**	**18254**	**1671**	**644**	**609**	**1515**	**3806**	**283**	**562**	**2136**	**1955**	**1836**	**3623**	**366**	**1577**		**168,893**
Chrysler	50	101	1323	33	4237	321	42	1348	258	165	3054	266	87	91	202	835	11	70	282	324	256	460	62	232	24620	
De Soto	27	107	1006	13	3617	120	25	2397	261	146	2353	309	107	58	149	491	50	46	366	274	258	460	16	280	23844	
Dodge	34	83	963	53	3201	326	79	1435	536	149	2467	175	126	120	288	767	63	87	433	273	339	533	62	306	24838	
Plymouth	118	617	4527	123	16319	901	286	6604	1006	505	10375	921	324	340	876	1713	159	359	1055	1084	983	2170	226	759	95591	
Ford Group	**306**	**1218**	**7823**	**651**	**23819**	**4343**	**1126**	**13447**	**3933**	**1520**	**16295**	**1298**	**1960**	**997**	**2776**	**11613**	**687**	**821**	**5671**	**2552**	**2163**	**4759**	**510**	**2902**		**234,900**
Ford	299	1203	7683	650	23174	4328	1124	13306	3911	1496	16097	1281	1956	995	2763	11559	683	818	5651	2527	2148	4731	510	2849	232103	
Lincoln	7	15	140	1	645	15	2	141	22	24	198	17	4	2	13	54	4	3	20	25	15	28		53	2803	
Gen'l Mot. Group	**571**	**2090**	**19832**	**985**	**59006**	**5986**	**1850**	**21892**	**8291**	**2367**	**34131**	**2926**	**2961**	**1701**	**4718**	**20734**	**1135**	**1593**	**8960**	**3739**	**3745**	**10372**	**989**	**5548**		**428,738**
Buick	109	262	2981	136	10095	314	118	1923	582	276	4236	429	166	105	259	1638	121	228	544	500	228	1075	132	503	46475	
Cadillac	12	10	414	8	1507	25	1	327	59	18	449	43	2	2	31	114	7	7	57	32	23	131	6	68	5825	
Chevrolet	378	1389	12538	756	36463	5013	1552	15321	6742	1762	23003	1832	2554	1311	4074	17313	847	1013	7333	2466	2919	7340	722	3918	305741	
La Salle	7	10	225	2	644	23		176	23	9	374	44	7	7	25	77	4	8	24	23	17	70	1	20	3456	
Oldsmobile	20	126	1337	18	4060	163	67	1354	156	111	2004	107	52	144	122	304	57	101	162	288	136	621	53	343	22657	
Pontiac	45	293	2337	65	6237	448	112	2791	729	191	4065	471	180	132	207	1288	99	236	840	430	422	1135	75	696	44584	
Hudson Group	**20**	**225**	**1589**	**18**	**5046**	**426**	**42**	**2402**	**163**	**131**	**3081**	**323**	**151**	**63**	**231**	**487**	**126**	**254**	**583**	**283**	**358**	**969**	**102**	**384**		**34,300**
Essex	5	181	1193	11	3837	330	32	1945	121	84	2385	261	115	48	196	367	93	205	464	181	291	741	88	312	26108	
Hudson	15	44	396	7	1209	96	10	457	42	47	696	62	36	15	35	120	33	49	119	102	67	228	14	72	8192	
Studebaker Group	**61**	**240**	**2354**	**41**	**7713**	**204**	**109**	**2051**	**276**	**253**	**3158**	**..312**	**71**	**172**	**311**	**1145**	**89**	**141**	**367**	**593**	**285**	**960**	**73**	**472**		**41,057**
Pierce-Arrow	1	3	273	1	584	8		71	23	8	174	43		1	12	61	1	5	20	9	5	43	3	29	2481	
Rockne	17	127	817	23	1707	106	68	916	105	86	1207	146	44	93	143	542	38	84	152	260	168	326	25	116	15244	
Studebaker	43	110	1264	17	5422	90	41	1064	148	159	1777	123	27	78	156	542	50	52	195	324	112	591	45	327	23332	
Willys-Ov'd Group	**11**	**98**	**1107**	**17**	**3891**	**147**	**166**	**2035**	**198**	**139**	**3003**	**169**	**37**	**82**	**216**	**423**	**21**	**166**	**305**	**237**	**346**	**880**	**31**	**130**		**24,147**
Willys-Overland	11	86	775	13	3139	142	156	1787	189	97	2714	155	36	70	202	392	18	155	285	195	320	807	29	111	20852	
Willys-Knight		12	332	4	752	5	10	248	9	42	289	14	1	12	14	31	3	11	20	42	26	73	2	19	3265	
Non-Affili'd Mfrs.																										
De Vaux	3	3	45		98	19	5	66	10	15	104	5		11	18	22	11	2	4	23	11	69	2	4	1239	
Franklin	3	18	82		398	2		111	9	11	201	33	1		12	37	4	3	10	31	5	6		17	1577	
Graham	13	82	531	7	1826	27	14	791	45	129	1197	96	11	26	90	283	63	53	181	158	152	292	14	173	11962	
Hupmobile	3	18	445		1502	24	13	746	51	11	1758	79	47	33	77	164	23	37	151	70	46	258	19	131	9937	
Marmon		5	75	2	339	2	2	53	3	2	134	3	1	1	2	8	2		11	2	5	7		5	1309	
Nash	21	190	1071	20	3847	43	47	920	97	194	1786	163	17	39	111	236	62	78	181	306	138	781	42	290	19159	
Packard	21	38	722	10	2280	46	3	528	98	38	986	67	19	6	62	141	32	45	107	84	78	179	7	211	10118	
Reo	2	22	168	2	691	5	3	208	23	23	332	37	7	2	15	96	7	7	21	51	39	60	5	13	3560	
Miscellaneous	1	4	177	9	411	153	6	139	18	23	269	34	42	10	55	57	5	7	41	66	18	132	3	16	3922	
State Totals	1273	5197	44372	1989	140466	13204	3823	58021	15372	5857	85690	7294	6011	3762	10286	39477	2579	3818	18836	10241	9215	23599	2179	12158	1096287	

TEN MONTHS OF 1931 BY GROUPS AND STATES

Make of Car	Nevada	N. Hampshire	New Jersey	New Mexico	New York	No. Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	So. Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Dist. of Col.	Line Total	Group Total
Auburn Group	**44**	**86**	**1822**	**3**	**5748**	**181**	**31**	**2171**	**114**	**136**	**2659**	**295**	**60**	**30**	**157**	**210**	**56**	**86**	**204**	**219**	**248**	**743**	**20**	**314**		**29,370**
Auburn	40	86	1766	3	5506	175	30	2085	105	126	2586	289	57	28	155	183	53	85	195	203	237	705	19	304	28103	
Cord	4		56		242	6	1	86	9	10	73	6	3	2	2	27	3	1	9	16	11	38	1	10	1267	
Chrysler Gorup	**341**	**990**	**8289**	**368**	**27376**	**2748**	**650**	**13567**	**2122**	**1479**	**20536**	**2062**	**1134**	**1201**	**1958**	**6248**	**427**	**853**	**3222**	**2822**	**2610**	**5164**	**505**	**2118**		**206,480**
Chrysler	134	197	2819	81	8565	713	137	2819	397	371	5390	558	279	246	303	1496	91	189	701	583	587	1056	115	418	49098	
De Soto	39	96	809	22	3442	184	25	2199	111	264	2467	471	170	115	186	891	67	71	516	529	214	611	13	318	25755	
Dodge	74	183	1929	125	5379	722	179	2417	933	329	4445	426	241	365	571	1718	179	196	811	531	684	1501	189	597	49676	
Plymouth	94	514	2732	140	9990	1129	309	6132	681	515	8234	607	444	475	898	2143	90	397	1194	1179	1125	1996	188	785	81951	
Ford Group	**691**	**2765**	**18459**	**1084**	**51697**	**9511**	**2143**	**27316**	**6432**	**4043**	**30972**	**3074**	**4787**	**2433**	**6957**	**20876**	**1647**	**1607**	**11747**	**5544**	**4879**	**10061**	**1009**	**7349**		**497,998**
Ford	683	2747	18306	1080	50924	9495	2134	27166	6410	4024	30724	3047	4784	2431	6934	20820	1642	1604	11728	5527	4864	10021	1004	7310	494821	
Lincoln	8	18	153	4	773	16	9	150	22	19	248	27	3	2	23	56	5	3	19	17	15	40	5	39	3177	
Gen'l Mot. Group	**838**	**3943**	**33854**	**1727**	**90089**	**10915**	**3428**	**40311**	**11367**	**5579**	**56796**	**5182**	**6284**	**4165**	**9894**	**30944**	**2385**	**2349**	**15464**	**7513**	**6985**	**19582**	**1659**	**8734**		**754,263**
Buick	102	421	5047	266	14395	670	208	3021	922	550	6913	759	321	252	545	2665	239	355	921	981	424	1795	176	811	78991	
Cadillac	10	35	756	14	2390	48	3	472	91	45	833	88	9	4	42	195	24	20	66	67	44	151	10	96	9985	
Chevrolet	636	2571	21117	1302	55089	8993	2737	27858	9172	4251	37956	3255	5434	3182	8533	25701	1846	1433	12466	5016	5179	13554	1284	6181	534663	
La Salle	11	26	442	5	1269	36	2	277	34	25	642	88	16	2	35	123	11	29	36	26	34	101	2	63	6246	
Oldsmobile	28	334	2679	56	7007	318	118	3062	201	244	3933	161	131	429	307	545	85	175	380	590	323	1317	90	601	44190	
Pontiac	51	556	3813	84	9939	850	360	5621	947	464	6519	831	377	296	432	1715	180	337	1595	833	981	2664	97	982	80188	
Hudson Group	**77**	**456**	**2863**	**32**	**8171**	**714**	**100**	**3794**	**247**	**246**	**5215**	**510**	**272**	**163**	**351**	**793**	**257**	**469**	**1005**	**470**	**510**	**1698**	**172**	**466**		**58,045**
Essex	46	326	1915	13	5726	489	63	2793	130	138	3754	383	177	110	263	491	147	329	721	310	369	1194	130	359	40087	
Hudson	31	130	948	19	2445	225	37	1001	117	108	1461	127	95	53	88	302	110	140	284	160	141	504	42	107	17958	
Pierce-Ar'w Group	**96**	**235**	**2795**	**50**	**7709**	**203**	**135**	**2386**	**300**	**384**	**3455**	**399**	**110**	**195**	**478**	**1473**	**135**	**103**	**473**	**773**	**258**	**1218**	**84**	**511**		**45,714**
Pierce-Arrow	2	15	401	4	828	17		189	44	29	336	77	4	1	24	133	3	10	41	30	9	77	2	48	4056	
Studeaker	94	220	2394	46	6881	186	135	2197	256	355	3119	322	106	194	454	1340	132	93	432	743	249	1141	82	463	41658	
Willys-Ov'd Group	**22**	**293**	**1788**	**78**	**6770**	**280**	**376**	**4512**	**305**	**177**	**4302**	**266**	**61**	**310**	**388**	**878**	**95**	**265**	**466**	**632**	**764**	**1348**	**66**	**235**		**46,172**
Willys-Overland	17	254	1175	65	5083	261	353	3768	251	136	3556	208	56	291	358	764	81	247	417	498	697	1204	57	169	38495	
Willys-Knight	5	39	613	13	1687	19	23	744	54	41	746	58	5	19	30	114	14	18	49	134	67	144	9	66	7677	
Non-Affili'd Mfrs.																										
*De Vaux	11	22	258	1	374	48	21	133	9	76	317	13	17	42	52	14	46	6	13	82	43	200	6	1	4315	
Franklin	4	39	221	3	748	14		202	29	41	437	51	5	1	21	59	15	5	5	38	13	31	2	31	3267	
Graham	26	87	756	9	2473	110	57	1025	87	303	1936	152	28	40	170	516	130	42	191	225	253	462	12	287	17649	
Hupmoile	16	81	907	2	2601	48	23	1002	70	45	1625	146	87	94	159	386	59	84	302	267	115	275	42	251	16010	
Marmon	5	22	375	7	665	19	22	499	16	27	668	8	2	6	15	118	14	3	78	20	50	105	3	60	5263	
Nash	25	293	2627	48	6954	113	104	1826	165	280	3229	314	51	100	191	669	151	177	298	283	262	1594	90	374	36444	
Packard	18	77	1124	5	3056	68	1	747	116	62	1515	99	33	22	82	267	28	53	173	102	108	239	5	276	14761	
Reo	5	30	329	6	1011	16	14	331	37	64	378	131	21	8	34	228	23	22	38	100	80	129	13	23	6026	
Miscellaneous	14	46	671	43	1293	82	43	928	117	223	1036	80	37	86	74	336	47	25	115	288	66	269	7	180	12865	
State Totals	2233	9465	77138	3466	216735	25070	7148	100750	21533	13165	135076	12782	12993	8896	20981	64015	5515	6149	33794	19378	17244	43118	3695	21210	1,754,642	

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